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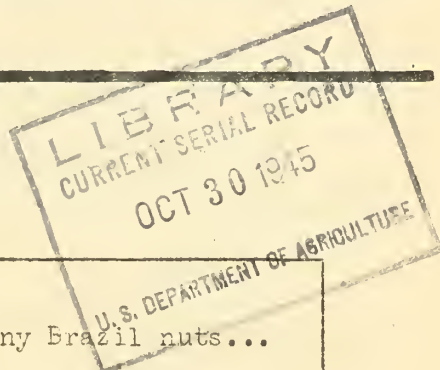
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Radio Round-up

A weekly service for Directors of
Women's Radio Programs

WHAT'S INSIDE



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MOLASSES MEMO...time to take some sweetening tips from grandma.
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U. S. Department of Agriculture

PRODUCTION AND MARKETING ADMINISTRATION
5 South Wabash Avenue
Chicago 3, Illinois

NUTCRACKER SUITE-----ANDANTE

For the first time in three years, the United States has the opportunity to import Brazil nuts from their namesake country in South America. There's been a shipping order forbidding imports of these nuts since October, 1942, but this order has recently been terminated. The shipping restriction was originally passed so that native labor in Brazil could be diverted from gathering Brazil nuts to working the rubber trees.



Though there will be some imports this fall, they won't be anywhere near pre-war supplies. Bountiful stocks are just not available at the export centers...and also there has been a reported shortage of tin cans for packing the nuts in Brazil.

Ordinarily the harvest season for Brazil nuts is from December to June. The nuts grow on extremely high trees, and when the nuts are ripe the wind blows them to the ground where they are gathered by the natives. Usually the December through February harvest goes to Europe...the United Kingdom especially. The United States starts its purchases generally after February.

This year there won't be more than a thousand tons of shelled Brazil nuts available for all buyers. And prices are almost double the pre-war level because of the scarcity of supply. It will be at least a year before shipments are comparable to those we received prior to the war.

* * *

MOLASSES MEMO

Dark brown molasses not only gives sturdiness to the gingerbread man, it helps those folks who get a share of-it in their diet. Its sugar content supplies energy, and its flavor supplies variety to the diet. And the dark molasses is also a good and an inexpensive source of iron.

Both dark and light molasses are made from sugar cane...and are by-products of sugar manufacture. The more sugar that is recovered from the cane, the darker the molasses. That is, as more of the sugar is crystallized out, the non-sugar substances...such as iron and other minerals, coloring and flavoring ingredients...become more concentrated. The light colored molasses has a higher sugar content, and because it has less of the non-sugar substances is milder in flavor.

Our edible grades of sugar cane molasses are produced principally in Louisiana and the West Indies. Frequently, molasses and sirups are blended to meet the needs and requirements of homemakers and industrial users.

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Your listeners may not always find molasses in their grocery stores, but when they do it's a good idea to take some food sweetening tips from grandmother. She used dark brown molasses over flapjacks at breakfast. Her baked beans were enriched with molasses. This sugar alternate may also be poured over apples for baking and over winter squash too. Then, of course, there's that gingerbread man again.

* * *

SAGA OF THE SAUCE

There was a senor who hailed from Rio...visiting a friend in Boston. His host brought out all of the good things that New England sings about... turkey, baked beans and brown bread, codfish balls and luscious cranberry sauce. The senor from Rio was so taken with the cranberries that when he returned to his native Brazil, his Boston host bethought to send him a box of choice cranberries straight from a Massachusetts marsh. In due time he received a letter from his South American amigo, thanking him profusely... "They were such lovely berries, so red, so round, so beautiful, but unfortunately, they all soured on the way down and I had to throw them away."

Which story reminds us that fresh cranberries are with us again, and the supply outlook is very satisfying indeed. The military will claim about a sixth of the estimated harvest of 644,100 barrels. One barrel equals 100 pounds. That leaves over 54 million pounds of the tart red berries to cushion civilian wants, a goodly increase over last year's supply. The retail price this year is expected to average a little below ceiling.



THE SENOR FROM RIO WOULD
PREFER THEM CON AZUCAR -
"WITH SUGAR!"

New Cranberry Recipes in Order

The old system of an eye for an eye...
a pound of sugar for a pound of cranberries...
is out of style with the sugar shortage.
True, these sour balls require a lot of sweetening, but they're willing to
pal up with some corn sirup, maple sirup or honey along with some sugar.
However, homemakers who are going to substitute liquid sweetening for part
of the sugar should follow special recipes.

It's important to sort the cranberries before using them. A few
shriveled and speckled ones can bitter the whole sauce. And you might
want to tell your listeners that if the berries they find in their stores
are not as large and well-colored as they might like, the flavor and food
value are still the same.

* * *

THE HUNGRY CRICKETS

Although the poet failed to mention it...the cricket has other interests
than the hearth...eating for example. The cricket's taste is varied. He
eats wool, linen, cotton, rayon, silk and leather with equal gusto. A few
crickets can damage lots of clothing...as homemakers in your listening
audience may have recently discovered.

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This is the time of year that crickets are likely to move into the house... and here are some suggestions from entomologists of the U. S. Department of Agriculture for getting rid of the pests.

Prevention is the best remedy, say the insect experts. Since the crickets enter the house through small openings in the walls or roof...or through imperfectly screened doors and windows...the best way to keep them out is to seal up the cracks and holes...and tighten the screens, windows and doors.

How to Kill 'Em Dead

The homemaker may be able to kill the crickets -- if there are just a few -- with a fly swatter or with a grade AA fly spray. (The spray must strike the insect.) Or she may use sodium flouride or sodium fluosilicate. Hand bellows or dusters are useful for getting these insecticides behind the baseboards and in cracks and crevices along the floors. Since both of these materials are poisons, they must be used with caution.

For a heavy infestation, the entomologists recommend a poison bait made by this formula: two and a half pounds of bran; ten teaspoons of sodium flouride or sodium fluosilicate; four-fifths cup of molasses; and a quart of water. When this is scattered throughout the house, in the basement and around the foundation out-of-doors, it will get rid of the crickets. This poison material should be kept out of the reach of children or pets.

* * *

COLD COMFORT

The past five years have been witness to a more than 200 percent increase in the production of frozen vegetables. It appears that this expansion would have been even more spectacular if war-time demands for fresh vegetables had not been so high...and if there had not been restrictions on cold storage and freezer cabinets.

During the war years, the government procured for its own needs approximately one-quarter of the total pack. Now that the war is over, civilians can look forward to an abundant supply of frozen vegetables, especially lima beans, corn, spinach, and peas. The military will still need some of the 1945 pack for hospitals and separation centers, but it won't make much of a dent in the civilian market because of the large increase in the total supply.

* * *

THE FREEZE IS ON

As a means of preserving, storing and distributing food...freezing is here to stay. And here's the frozen food picture as Extension Specialists of the U. S. Department of Agriculture see it.

The three main sources of frozen food will be the commercial packer, the community locker plant, and the home freezing cabinet. Home freezing will not compete with commercial freezing any more than home canning competes with commercial canning. Rather, home freezing and commercial freezing will most likely supplement each other to the improvement of both.

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Along with other methods of preserving food at home, freezing will help families get as varied and palatable diets as they can buy. But home frozen foods should not be a luxury. The specialists warn families who plan to buy freezers to guard against cabinets that are inefficient and too expensive.

Pro and Con

The home cabinet is convenience itself. But the less expensive models will be fairly small. Many of them will not have chilling facilities for meat...or capacity to freeze more than a few pounds of a product at a time.



The advantage of the freezer locker is that it is equipped for slaughtering and chilling meat as well as for processing fruits and vegetables. Moreover, the freezer locker holds large quantities of food. A disadvantage may be the distance between the locker and the home.

A combination of freezer locker for service and a cabinet for home storage may be the answer for some families, say the Extension Specialists.

* * *

WORLD FOOD PICTURE

You can get a snapshot view of the world's fight against hunger in the comment of a Balkan official. "The children of our town," he told an UNRRA worker, "eat every other day."

A report from the Office of Foreign Agricultural relations, sketches the view on a larger canvas. It shows:

Continental Europe -- exclusive of the Soviet Union -- will be short 18 million tons of food to maintain rations moderately above wartime levels in liberated countries and to prevent widespread disease and unrest among urban populations in conquered areas.

China will lack about 2 million tons of wheat and rice of having enough food to avert acute shortages in its urban areas. Should bad weather reduce the rice crop below early estimates, India's food shortage will be greater than 2 million tons. The Philippines, Ceylon and possibly the Netherlands East Indies will all need to import food.

A Few Bright Spots

Notwithstanding a magnificent job of wartime food production, the United Kingdom will need approximately 9 million tons of food if the people are to eat as well as they did during the war years.

But there are bright spots in the world food picture. They are in North America, where the farmers raised a third more food than they did in pre-war years...South America, where 1945-46 crops are just being planted...Australia, New Zealand, Denmark and Sweden.

The OFAR survey shows that several of these surplus food-producing countries will continue rationing and other food conservation measures started during the war and thereby will be able to share food with the peoples in the war-torn countries.

* * *

MEAT COUNTER TALK

The amount of meat available for civilians in October will be somewhat greater than during September.



MORE MEAT FOR THE TABLE!

This increase will be mostly in beef. Homemakers will find plenty of lean beef during October as grass-fed cattle continues to come in from the ranges. As large numbers of grass-fed cattle also go into feed lots, there will be greater quantities of higher grade beef in the winter and next spring. There'll also be more veal at meat counters this fall than during the last few months. Lamb and mutton supplies are also on the increase. Actually, production of veal and lamb is less than a year ago, but reductions in government buying will make more of the supply available for civilians.

Pork on the Short Side

Pork supplies will continue short of demand as a result of a smaller spring pig crop, and the fact that this is the low season for marketing hogs. However, supplies will increase late this month. Farmers indicate that they'll be raising more pigs this fall than a year ago...but this fall pig crop will not be coming to market before next spring.

The meat allocated for civilian use the last three months of this year will allow an average per capita rate for 1945 of almost 148 pounds. This is about the same as the civilian per capita used last year and 22 pounds more than the average for the pre-war year, 1935-39.

There are two reasons why civilians will be getting more meat the remainder of the year. First, the U. S. military allocation is only half what it was in the fourth quarter of 1944. Secondly, the October-December quarter is normally the season of greatest meat production. The peak of range cattle and lamb marketing comes in the fall, while that of hogs is in December or January. This year, record or near record numbers of cattle are expected to be marketed.

* * *

RESEARCH ON FROZEN COOKED FOODS

Frozen cooked foods are a rather new development on the retail market... but they promise to be less of a novelty as time goes by. During recent months, there has been some interesting research done on the actual freezing of cooked foods as well as fresh ones by food preservation specialists of the University of Illinois. The purpose of this is to help homemakers do a more efficient and perhaps speedier job of preparing meals for their families.

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The Illinois specialists have tested cooked and baked foods to determine whether preservation by freezing will give a product similar in flavor, color, and texture to that which is freshly prepared. The work is still in the experimental stage...but results so far indicate that for the most part, when properly prepared, frozen, and defrosted, cooked food comes to the table tasting like the fresh product.

Baked products...such as butter and sponge cakes and yeast rolls were among the items tested. There's also been work done with several types of cooked main dishes, including Spanish rice, beef stew, chicken a la king, and baked beans.

Defrosting is an important process in the success of frozen prepared foods. In the Illinois experiments, cakes were defrosted in the refrigerator, at room temperature, and in the oven...and it was found that cake thawed in the original wrapping at moderate oven temperatures was comparable to the freshly baked cake.

It's important to use a good recipe in the original freezing process, and to freeze only a top quality product. The food experts point out that frozen cooked foods -- the same as frozen fresh ones -- are no better than the original products...and freezing doesn't improve them.

Generally speaking, cooked foods such as beef stew, chicken a la king and other main-course dishes are best defrosted in the top of a double-boiler, thawing being allowed to take place with a minimum of stirring. The freezing was done in cellophane-lined pint-size cartons which were heat sealed. This type of package prevents evaporation of moisture.

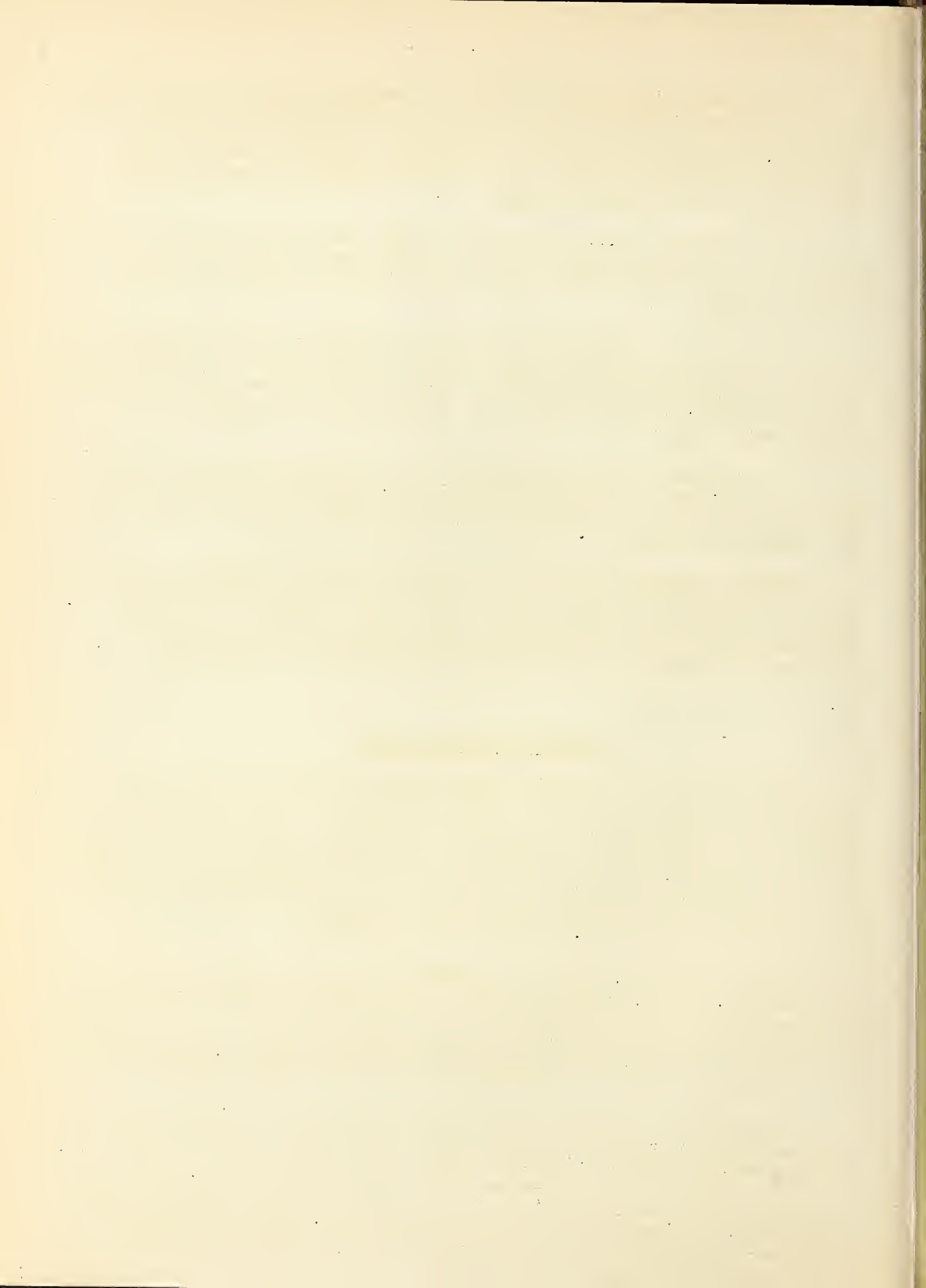
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MIDWESTERN MARKET BASKET

Homemakers bent on including autumn color and plenty of food values to October menu plans can count on liberal supplies of sweet potatoes, Irish potatoes and cauliflower at most Midwestern markets. Prices on cauliflower warrant its occasional use by homemakers on average budgets, and the quality is generally good. Sweet potatoes are in moderate supply, and their energy value and rich flavor brings them into the line of good choices. Late crop Irish potatoes are now moving into markets and prospects are for liberal supplies this winter. Present prices are attractive.

Cabbage too, should not be overlooked by the shopper on a low cost budget. Beets, fall and winter squash, and peppers are moderate cost buys. Early shipments of Florida grapefruit and Brussels sprouts are new on some markets, and new crop California peas are beginning to move into the Midwest. The selection of vegetables should be made carefully as the quality of some of the homegrown stock was adversely affected by the rainy spell.

Of interest to consumers at the fruit counters are the small-sized oranges, which are some of the best buys. This stock is excellent for juice. And the Cincinnati market reporter advises that they sometimes sell at a 50 percent discount below more desirable sizes. The windup of the Idaho prune season is marked by higher prices, and Bartlett pears and table grapes are generally at ceiling levels. Fall weather has brought increased attention to the apples on the market, with prices holding close to ceiling on desirable varieties.





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NOV 27 1945

U. S. DEPARTMENT OF AGRICULTURE

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U. S. Department of Agriculture

PRODUCTION AND MARKETING ADMINISTRATION
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FINE SHOW OF FEATHERS

This fall and winter, homemakers will find chicken and turkey more plentiful than in pre-war days. Turkey production is estimated to be about a fourth more than last year...in other words, the greatest on record. And chicken supplies, despite scarcity in the spring and summer months, are now very plentiful. Most of the poultry is marketed between September and January.



Practically all of the available supply of poultry is going to civilians now that the armed forces have filled most of their requirements. Because of the record crop of poultry, the U. S. Department of Agriculture points out a need for consumers to keep up purchases. While the end of the war with Japan eased marketing, storing and distribution of foodstuffs, there are still problems of transportation and processing. In many instances, poultry processing plants do not have half enough labor.

For the next few months these plants will be faced with the task of handling a record turkey supply... plus a heavy seasonal marketing of chicken. The plants will be congested if marketings are delayed until the holidays.

It shouldn't be difficult to work up enthusiasm for immediate purchases of turkey. For the past three years a large portion of the total turkey supply was used by the military forces. Such supplies as were available to civilians could be obtained only at high prices and with considerable difficulty. Now that plentiful supplies are available, the black market is out of the picture and civilians can buy all the turkey they want at ceiling prices. Thus, turkey can return to the menu...not only for holiday fare, but for regular use from now until spring.

Chicken also need not be dedicated to the Sabbath and regular holidays. There are enough ways to prepare chicken to put it on a week-day basis. The poultry handling and processing industry plans to sell more eviscerated chicken...that is cleaned and dressed and ready for use.

With poultry plentiful, the angle to stress is that consumers do not need to wait for the holiday season for their turkey and chicken feast.

* * *

ROOT OF GOODNESS

Carrots are adding their rich color to vegetable displays in generous amounts these days. A record crop of fall carrots is going to market from such important producing states as California, Michigan, New York and Illinois. Western states usually sell their carrots in bunches...with tops on, while Midwestern and Eastern states generally sell theirs without tops.

With carrots crowding the grocers' bins, there's no excuse for meals lean in vitamin A. Carrots are heavy donors of carotene which the body turns into vitamin A.

Besides their reasonable price and food value, carrots can be recommended for their versatility. Raw, cooked, served alone or teamed with other vegetables...they fit conveniently into meals. Shredded carrots and cabbage provide a simple salad that calls for use of two currently plentiful vegetables. And if you want a quickie method for cooked carrots...pan fry them. That is, slice them thin, then place them in a frying pan over a low fire with a bit of melted fat. Cover and cook until they're tender. And for a change, you can fry carrots with onions or apple rings.

* * *

MORE ROOTING

Favorable growing weather for beets...particularly in the Midwest and New York State...has resulted in large supplies of this root vegetable. Beets are grown in most home gardens, but commercial market supplies at present are coming to market from New York, Pennsylvania, New Jersey, Wisconsin, Illinois, Michigan and Oregon.

Beets, like carrots, are marketed both bunched and topped. For the remainder of the fall months, this vegetable will generally be sold without tops.

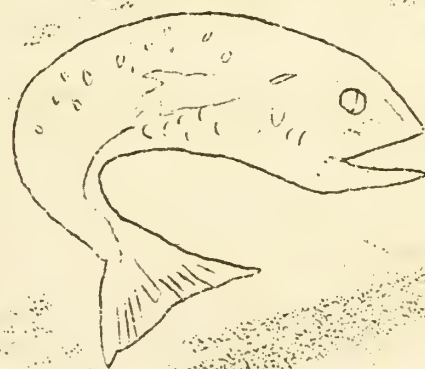
As for use suggestions, you might like a quick way to make beet soup... something like Russian borsch. Just chop cooked beets fine and add to meat broth, along with chopped cooked onion, carrot or cabbage. Season the soup with herbs...dried or fresh...and serve very hot.

* * *

FIN FARE

More canned fish will be appearing on your grocers' shelves...and it's good news after so many months of: "Sorry madame, no tuna...So sorry, no sardines...No salmon, no kippers, no herring."

Now that the war is over, there's the promise of more canned fish than estimated earlier this year for U. S. civilians and for relief feeding. But don't jump to optimistic conclusions. Your grocers' shelves will still not be running over with all of the canned fish you might like to buy. There are several reasons. One of them is that salmon have let us down. Fish have good years and bad years. This was supposed to be a good year for salmon, but somehow production was far less than expected.



Still there's no need to be dismayed about the total canned fish picture. Military requirements have been cut back to one-third of last

year's taking, and the end of the war has opened the way for greater imports. This means that the United States expects to receive 5 million pounds of sardines from Spain and Portugal, 4 million pounds of canned shellfish from Canada and 10 million pounds of sardines from Norway. There will also be some fancy sardines from Venezuela and some tuna from Chile and Peru. So... despite the fact that salmon have not come up to expectations, the prediction is that you won't be disappointed in your quest for canned varieties that have been as rare as a sabre-toothed tiger during the war years.

Now for some figures. U. S. civilians will receive about 400 million pounds of canned fish...about twice the amount promised earlier in the spring. About one-third of this civilian supply will be canned salmon, which is twice as much as we got last year.

About 7-1/2 percent of the total production is ear-marked for relief feeding. This foreign shipment allocation includes substantial quantities for relief feeding in Europe by UNRRA, as well as purchases made by Allies like Belgium and Holland.

Also, for the first time since the war's beginning, an allocation is being made for the Philippines and the Marshall Islands. Some canned fish has also been marked for U. S. territories.

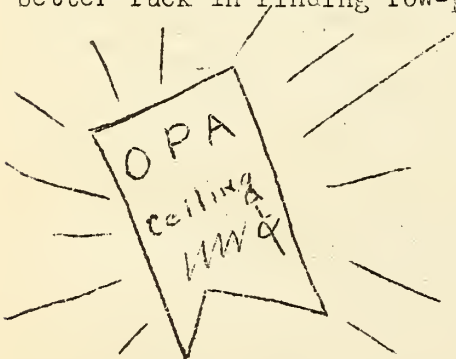
One last word about relief feeding. Officials point out that by international agreement, canned fish from Canada, Norway, Portugal and South America is also available for relief feeding and for purchase by paying governments in Europe. While the United States is currently furnishing about 60 percent of the canned fish being made available to UNRRA from all sources, officials say that supply was the major limiting factor in not meeting in full UNRRA'S stated requirements.

* * *

THE MORE, THE MERRIER

Many a family budget is thrown for a loss these days when mom goes to buy the children new clothes to greet dad...home from the wars. She finds that prices have gone up...while dad's allotment check has not increased one penny. Upshot is...in some cases...that little John and sister Sue either have to wear their old clothes on this great occasion...or mom has to contrive new duds from hand-me-downs.

But here's some good news. During the next few months, mom will have better luck in finding low-priced clothes at the stores. To make sure



that a certain supply of this apparel is produced during the first months of reconversion, the WPB has taken action. A new regulation provides for the manufacture of more low-priced clothing produced during October, November and December. As a result of this regulation, 160 million yards of cotton fabric, 115 million yards of rayon fabric, and 40 million yards of woollens go into the manufacture of about 90 low-priced items for all ages.

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By the end of October, an OPA regulation will require every manufacturer to attach a price ticket to each of the low-cost garments before it leaves the factory. The ticket will carry the words, "OPA Retail Ceiling Price"... "OPA Retail Ceiling"...or "OPA Ceiling" with the actual price. Not only will more low-priced garments be on the market, but there will be a reduction from the present ceiling price levels.

* * *

CAN OPENER TUNE

Government purchases of canned vegetables, fruits and juices are just about completed. As a result, canners no longer have to set aside certain percentages of their packs for military and other government buyers. All supplies can be distributed to regular markets. The one exception is canned tomatoes...16 percent of this year's pack must still be reserved for government purchase.

With the end of these set-aside restrictions, the U. S. Department of Agriculture says civilians will have about 250 million cases of canned vegetables and vegetable juices (including baked beans and baby food) during the 1945 marketing period. This compares with 205 million cases last year and about 200 million cases two years ago.

As for canned fruits, civilians will now have available 44 million cases of canned fruits and fruit juices (excluding citrus) up to June of next year. We had about 33 million cases for the period June '44 to June '45 and about 43 million cases two years ago.

Military and other government buyers will purchase any additional canned good required on the open market.

* * *

FOOD FOR GRAND FOLKS

A problem in many homes these days is preparing meals for elderly members of the family that will keep them in good health. For your listeners who ask, "What's the right food for old folks?" Here are some suggestions from the Bureau of Human Nutrition and Home Economics.

Older people are likely to need somewhat fewer calories than they required in more active years. It's the rare individual who continues to use the same energy after middle age. The best way to reduce calories is to go light on fats, sweets and starches. At the same time, remind your listeners that some fat is needed in the diet and that sweets in moderation help make the food palatable.

Vitamin and mineral needs continue about the same. Meals should include fruits, vegetables, milk, and all the other different kinds of foods that everyone requires.

A good habit is to eat more frequent, but smaller meals. A cup of tea or broth in the afternoon, hot milk at bedtime, in addition to three meals, help an elderly person to maintain energy during the day and to sleep better at night.

* * *

THE LAST MILE

Have homemakers in your listening audience asked how to use DDT for best results? Here are some pointers from entomologists of the U. S. Department of Agriculture



Although DDT sprays may be used to kill insects in direct contact action... they work better as a residual spray. By residual, the entomologists refer to the particles of the poison that stick to a surface when it has been treated with a spray of DDT. When the spray is properly applied, the particles of DDT remain on the surface after the oil base of the spray has evaporated. Then the insects get the poison when they walk or crawl over the treated area. And the killing power lasts for two to three weeks or as long as six months, depending upon the concentration of the spray and the exposure of the sprayed surface.

Questions the homemaker may ask are: (1) How strong a solution of DDT do I need? (2) Where should I apply the DDT for the best results? (3) How much DDT should I spray on an area? Here's how the entomologists answer those questions.

You'll get best results with a 5 percent solution of DDT...but you can get a fair residual effect from a 2 or 3 percent solution that will last for two or three weeks.

Next -- as to the surface to be treated with DDT. Take a cue from the pest you're trying to get rid of. Flies like light surfaces -- ceilings and walls. Mosquitoes seek dark corners. Roaches hide behind baseboards and moldings. Bedbugs spend the daylight hours as far from light as possible. So put the DDT mixture where the treatment will do the most good...on the surface where the insect is likely to walk or crawl over it.

Put enough DDT spray on the area so that it is thoroughly dampened. But don't put the spray on so heavily that it runs off the surface.

* * *

BUTTER RELEASE

Civilian stocks of butter for the coming months will be increased by 80 million pounds. This bonanza is a release from stocks bought by the armed forces during the flush production months last spring.

During the war, the armed forces bought all seasonal food stocks in the heavy production season and were out of the market when supplies were seasonally low. This method of purchasing tended to maintain an even distribution of civilian supplies during the war.

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From April to August when the army was buying butter, our military forces had reached their peak strength. The army had to assume that the war would continue until next spring...and purchased 250 million pounds of butter to meet their requirements for this winter. The sudden end of the war with Japan revised the requirements picture. As soon as smaller needs could be estimated, the Quartermaster Corps transferred the surplus butter held in warehouses to the U. S. Department of Agriculture for disposal. Plans are now being made by the Department to return this butter to trade channels during the next few months of seasonally low butter production.

* * *

SET-ASIDES ON MEATS

Set-asides of lower grades of federally inspected meats are in again, effective October 14. The purpose is to provide enough meat for shipment to allied countries, principally Great Britain, France, Holland, and Belgium.

The return of set-asides is not expected to have much effect on the supply of meat for the American homemaker...since the entire output of packing plants not subject to federal inspection will continue to be available for domestic distribution. Also, current supplies of meat are large...enough to permit consumers to eat meat at the rate of 148 pounds per person per year, which is about 23 pounds more than the pre-war average.

The U. S. Department of Agriculture announced the set-asides in amendments to War Food Orders 75.2 (beef), 75.4 (veal), and 75.6 (mutton), all applying to federally inspected slaughterers. WFO 75.2 requires set-aside of 30 percent of each week's production of U. S. Commercial grade beef, 40 percent of the utility grade, and 50 percent of the canner and cutter grades.

WFO 75.4 requires set aside of 40 percent of the utility grade veal. WFO 75.6 requires set aside of 20 percent of the choice, good, commercial and utility grades of mutton.

The set-aside meats will be purchased by government agencies, and exported on a commercial, reimbursable basis. Government authorities estimate that the amount procured under the new set-asides will total between 500 and 600 million pounds during the October-December quarter of this year.

* * *

POTATOES AGAIN

Potatoes are still very much in the limelight as a plentiful food. The October 1 crop report of the U. S. Department of Agriculture's Bureau of Agricultural Economics estimates the aggregate production of spuds for the year at 435,395,000 bushels, which is somewhere close to $4\frac{1}{2}$ bushels per capita. For the American homemaker this means that the family can have potatoes at nearly every meal.

While we're on that subject, it is in order perhaps to mention that the "late" crop cobbles now being offered in retail food stores are suited

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well to home storage. They can be purchased economically, a 50 pound or 100 pound sack at a time and stored in the coolest part of the basement where the temperature ranges from about 32 to 60 degrees F. When potatoes are stored in the home there is always a supply on hand to meet any food emergency.

* * *

MIDWESTERN MARKET BASKET

Autumn frosts are having a marked effect on supplies of locally grown vegetables at most Midwestern markets. In northern growing sections the movement of vegetables to market is about over. Supplies of Irish potatoes and cabbage are plentiful, and supplies of sweet potatoes are fair, with prices reasonable.

Beets, carrots, cauliflower, and celery also are generally plentiful, and provide a wide choice of vegetables to round out the family dinner. Onions are available in moderate supplies at generally unchanged prices. Locally grown tomatoes are in light supply at most points, and the quality is variable, but more California tomatoes are reaching Midwest markets. Prices asked for good quality stock tend to be a little higher.

Those who like pumpkin, squash and similar food items will find them somewhat more plentiful in retail stores. Supplies of broccoli, Brussels sprouts, spinach and lettuce are light and prices are at the ceiling in practically all markets. Cucumbers are still a luxury item at present prices, and snap bean supplies are smaller, except in the St. Louis and Kansas City areas.

Those who like their orange juice in the morning can often get it at low cost now. Supplies of California oranges are generally plentiful, and the small sizes often sell considerably below ceiling. For juice purposes, and vitamin C content, these small oranges are rated by nutritionists as the full equal of the large ones. Most other desirable fruits command ceiling prices at all markets. Supplies of apples, pears, grapefruit, prunes and grapes are lighter, and find quick demand. Cantaloup, honeydew, and other types of melons are in fair supply, and are helping to fill the demand for fruit. Kansas City reports very heavy supplies of watermelons, and prices for this item are quite low.

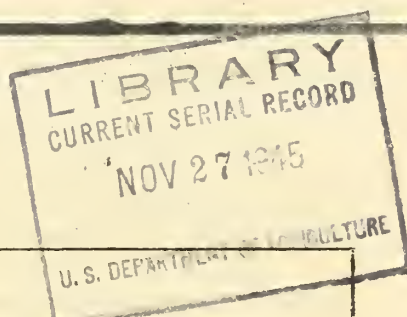
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Radio Round-up

A weekly service for Directors of
Women's Radio Programs

WHAT'S INSIDE



PARLEY FOR PLENTY.....F.A.O. wages war on hunger.....
SMOKY FLAVOR...cold smoked, hard smoked, and kippered.....
HONEY IN THE HORN.....a concentrated bit of sweetness.....
LATE ARRIVALS.....for eating, and for storage.....
CUT-ME-DOWN CANTATA.....Sister Sue in a new suit.....
ALONG SPICE ROW.....pepper, cinnamon and nutmeg promises.....
BOMBS AWAY.....on the flies, bugs and beetles.....
PROCESSED CITRUS FRUITS.....controls may be lifted.....
MIDWESTERN MARKET BASKET.....fruit and vegetable buys.....

U. S. Department of Agriculture

PRODUCTION AND MARKETING ADMINISTRATION
5 South Wabash Avenue
Chicago 3, Illinois

PARLEY FOR PLENTY

This week, October 16, delegates from some 30 countries met at Quebec to attend the first conference of the Food and Agriculture Organization of the United Nations. From the looks of it, this is one conference that will not be shrouded in secrecy...no closed doors...no mumbling in honorable beards of honorable delegates. What they are thinking and saying will be heard around the world.



Earlier in the month, President Truman met with 37 representatives from press, radio, magazines, and motion picture industries, and urged these various media to give the fullest possible publicity to FAO. These representatives gathered in Washington at the invitation of Secretary of Agriculture Clinton P. Anderson, who assured the group that the FAO conference in Quebec would be an open meeting in every sense of the word.

Representing the women broadcasters of the country at this publicity conference were Dorothy Lewis, Coordinator of Listener Activities for the National Association of Broadcasters, and Alma Kitchell, President of the Association for Women Directors for N.A.B. While in Washington, Alma Kitchell featured Mr. F. L. McDougall, FAO delegate from Australia, by remote broadcast October 3, to station WJZ in New York. Dorothy Lewis handled the panel discussion that was broadcast from Canada October 16 -- the opening day of the conference.

As you already know, FAO is the organization that is expected to wage war on the great dictator that goes under the name of "Hunger." FAO believes that if you try spelling freedom with the right blocks, it comes out F-O-O-D. And food is the weapon that can level hunger. Only then can we begin to enjoy freedom from want. This cannot happen in a day or a year. As President Truman said, if a substantial beginning can be made in the next four or five years...if the basic objectives are accomplished in a generation...then the goal of the conference will be met.

For background material on the objectives of FAO, refer to your September 22 RADIO ROUND-UP.

* * *

SMOKY FLAVOR

Homemakers who want to introduce new flavor in fish dishes will welcome the supplies of smoked fish now coming to market. There is a variety of choice. Lake and fresh water fish that are smoked include herring, whitefish, buffalofish, trout and carp. The salt water specialties include salmon, sablefish, cod, haddock, mackerel and mullet.

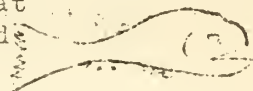
Smoked fish are of three types...cold smoked, hard smoked and kippered varieties.

Fish which have been cooked and given light smoke (one hour) are called kippered fish. Kippered trout, whitefish, butterfish, sablefish, mackerel

(continued)

and salmon are ready to eat. Just skin and bone them and serve cold. Although kippered fish have been subjected to heat and smoke at the same time, they are perishable and should be treated as any other cooked meat as far as storage is concerned.

Cold smoked fish, principally represented by salmon (lox), is usually smoked from 8 to 9 hours. Salmon and other cold smoked varieties are in good demand because of their flavor and ease in preparation. The lasting quality of cold smoked fish is somewhat greater than that of the kippered variety, but they also should be treated in much the same manner as fresh fish.



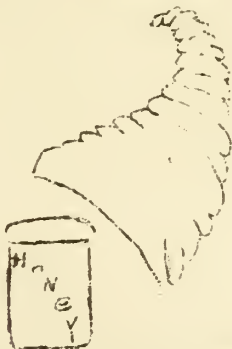
Hard smoked fish...the main variety is lake herring...are sometimes smoked as long as two weeks. These varieties need special treatment. If they are to be cooked they should be soaked first in cold water...or in water and vinegar...for a half hour. The home cooking consists of placing the fish in a pan in the oven or on the top of the stove. The fish should be turned several times until thoroughly heated.

All smoked fish are good served with eggs, boiled potatoes, rice and vegetables. And they excell as the filling for sandwiches, hors d'oeuvres and canapes. Cold smoked salmon (lox) is a snack favorite served on crackers or pumpernickel bread with a bit of cream cheese.

* * *

HONEY IN THE HORN

Like many other workers on the farm front...the honeybees did a magnificent job this year. Not only did they pollinate many fruit and seed crops...they also produced a record honey crop...226 million pounds. That's 45 million pounds above last year's crop.



Most of the honey has already been sold. It has gone directly from the farmer to the consumer in most cases. Families living in towns and cities near where the honey was produced have bought the bulk of this year's production. City dwellers have been less fortunate. And the supply in city markets may be somewhat smaller than in pre-war days.

Honey -- as every consumer knows -- is concentrated sweetening. For use as a table food...as a spread for bread...it's best used full strength...just as it comes from the bee hive. Full strength honey is also best when you use it to sweeten hot foods -- cereals and drinks.

But for foods that are not heated -- fruits, dry cereals and iced tea -- the homemaker may extend the sweetening by thinning the honey with a little water. By using thinned honey, she can get just the right degree of sweetness with a minimum of stirring, and there's no waste.

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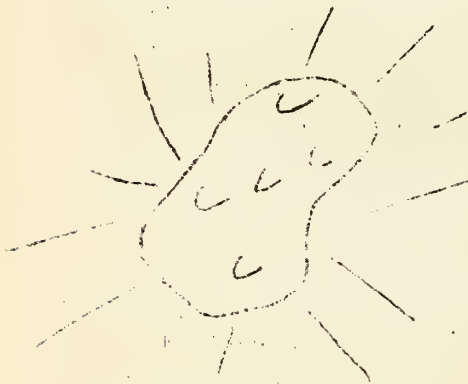
Remind the homemakers that when water is added to honey, the thinned mixture will ferment in a few days...especially if the weather is warm. So it's a good idea to make up a few days' supply of thinned honey at a time. Then keep it in the refrigerator.

It's decidedly unnecessary and undesirable to keep full-bodied honey in the ice box. Cold honey is as thick as "molasses in January." It's difficult to use as a spread or for sweetening cereals and the like. Full-strength honey will keep for months at ordinary room temperatures so long as it's kept tightly covered.

* * *

LATE ARRIVALS

"Late" spuds are beginning to come on produce markets in volume. Just about every state has homegrown varieties to offer, but the principal late-potato producing areas are in Maine, New York, Pennsylvania, Michigan, the Red River Valley of North Dakota and Minnesota, Colorado and Idaho.



Late potatoes have heavier skins, and lower moisture content than the intermediate and early potatoes. For these reasons they can be stored for considerably longer periods. A home storage point to remember is that potatoes should be kept at a temperature below 55 degrees if possible, but never let the potatoes freeze.

The total potato crop this year is estimated at about 435 million bushels...the second largest on record. This means plenty of spuds from now on through next spring. The U. S. Department of Agriculture has even been buying potatoes to support farmer prices. These purchases have been directed to school lunch programs, institutions, livestock feeding, starch plants and to the manufacture of industrial alcohol. So with the abundance of good quality potatoes it should be unnecessary for homemakers to buy inferior ones. There are plenty of top grade potatoes available to grocers and dealers, and homemakers should insist on quality.

* * *

CUT-ME-DOWN CANTATA

A cut-me-down may spell the difference between sister Sue having a nice warm coat this winter or wearing last season's outgrown model. It's a wise mother who can dress her own child in unused garments cut to proper size.

But remind your listeners there's more to making over grown-ups' clothes for youngsters than just cutting them down to child-size. Here are some tips from clothing specialists of the U. S. Department of Agriculture.

Tell the mother when she plans a make-over to consult the child who's to wear it. Be sure the make-over "hits the spot". Most times it's just the little things that make the garment acceptable to the child. Use material that's light enough in weight to be comfortable. Avoid stripes, plaids and prints that are "too big for the child."

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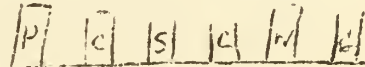
Children like gaiety. So when the main part of an outfit must be a dull fabric...try adding bright trim or accessories. Dress up the little girl's black or gray coat with a red color or a plaid ascot tie. And complete the picture with a red cap or mittens. Add festive embroidery or pretty buttons to a dark dress. Dye rayons or woollens that are too pale to be practical for a child. Color and brightness in a child's clothes have a safety value. They may give the first "slow" signal to a motorist -- or in rural sections -- a warning to the hunter.

* * *

ALONG SPICE ROW

With the Japs out of where they shouldn't be, we can again look forward to the big three spices to add the essence of the East to our home-spun American cooking. This means that pepper, cinnamon and nutmeg will soon be coming from such far-away and romantic spots on the globe as the Netherlands East Indies, Singapore, China and Saigon (French Indo China).

But if you're looking for immediate relief and respite on the spice front... that is, if you think that the formerly Jap-infested spice areas will open up and give immediately with precious cargoes...you're too early with your optimism. U. S. Department of Agriculture controls on the big three must continue in order to assure fair distribution until supplies are plentiful.



THE SPICE SHELF

The allocation of cinnamon, nutmeg and mace supplies for the year beginning October 1, 1945 will be made available by the Combined Food Board next month. The amounts available are not yet known, but it is believed that quantities will be slightly above last year.

Unfortunately, pepper will remain short. The United States cannot take advantage of the pepper supply in India because the price is way above our ceiling. At the moment, we do not know when pepper supplies will again be available from Sumatra.

The supply of ginger, allspice and cloves is normal and not subject to government controls. The reason for this is that allspice comes from the nearby West Indies. Cloves have been coming from Zanzibar and Madagascar...and ginger has been arriving on schedule from India, Africa and Jamaica.

Sage, the leaf of a low-growing herb, is grown in this country. Some believe that this hardy garden plant with the grayish-green leaves has the property of strengthening the memory. Others are content to use it solely for flavoring fatty foods such as sausage, pork, duck, geese, cheeses, stuffings for meat, and in salads. With the exception of a little bit grown in California, the sage that we raise in the country and that grown in Cyprus and Spain is not the true sage that comes from Yugoslavia, but it's a reasonable facsimile thereof.

However, spices will be back again. It's just a matter of time. They have endured a long, adventurous career and have come through with flying flavors. They will come through again, as soon as normal production and traffic are resumed.

* * *

BOMBS AWAY

During the war...you heard of a new weapon against insects. It was the so-called "aerosol bomb." The term "bomb" really refers to the container. It looks like a bomb, but it does not explode. It holds an insecticide that has been dissolved in a liquefied gas under pressure. When you open the valve, the sudden change in pressure permits the insecticide to be forced into the air in all parts of the room. Insects coming in contact with these particles are killed.



The armed forces used an aerosol containing 3 percent DDT and a suitable amount of purified pyrethrum extract. This was especially effective against flies and mosquitoes.

Now that aerosols -- most of them made by this same formula -- are on the market... your listeners will be interested in these recommendations from entomologists of the U. S. Department of Agriculture for using the insecticide.

Aerosols are most valuable for killing household insects...flies, sandflies...mosquitoes and moths...when they are in the flying state. All you need to do is close the windows and doors...open the valve of the aerosol "bomb"...fill the room with a fine fog of the insecticide...leave the room closed for several minutes...and the flying insects will be "bombed away."

The entomologists point out that aerosols are effective against flying insects. They are not so effective against crawling insects, such as cockroaches...bedbugs, and brown dog ticks. Aerosols do not act as fumigants and penetrate all the places where such pests hide. Nor will aerosol treatment get rid of the egg or larval stages of clothes moths...carpet beetles and meal moths. Other methods of control are more effective and more economical for these purposes.

Pre-cautions? Even when used in large enough quantities to kill free-flying insects, aerosols are not poisonous or especially objectionable to man or most pet animals. However, it's a good idea to take the canaries and gold fish out of the room that is to be treated.

* * *

CONTROLS MAY BE LIFTED ON PROCESSED CITRUS FRUITS

Lifting of controls on processed citrus fruits in the near future is reported as recommended by the Secretary of Agriculture and the Administrator of the Office of Price Administration. Canned lemon, orange, and grapefruit juices, and fruit segments are believed to be in sufficient supply to prevent prices from rising above existing price ceilings.

But no immediate action is planned for lifting price controls on fresh citrus fruits. Studies indicate that supplies of fresh oranges, lemons and grapefruits now moving to market are not large enough to provide reasonable assurance that free prices for these items would not exceed existing price ceilings in the absence of controls.

* * *

MIDWESTERN MARKET BASKET

Fresh, crisp, winter cabbage is easily the outstanding buy among the vegetables offered at most Midwestern produce stands. Both Danish and Copenhagen type stock of good quality is offered freely at reasonable prices... sometimes quite low prices that will more than justify purchases for making sauerkraut at home for the winter months ahead.

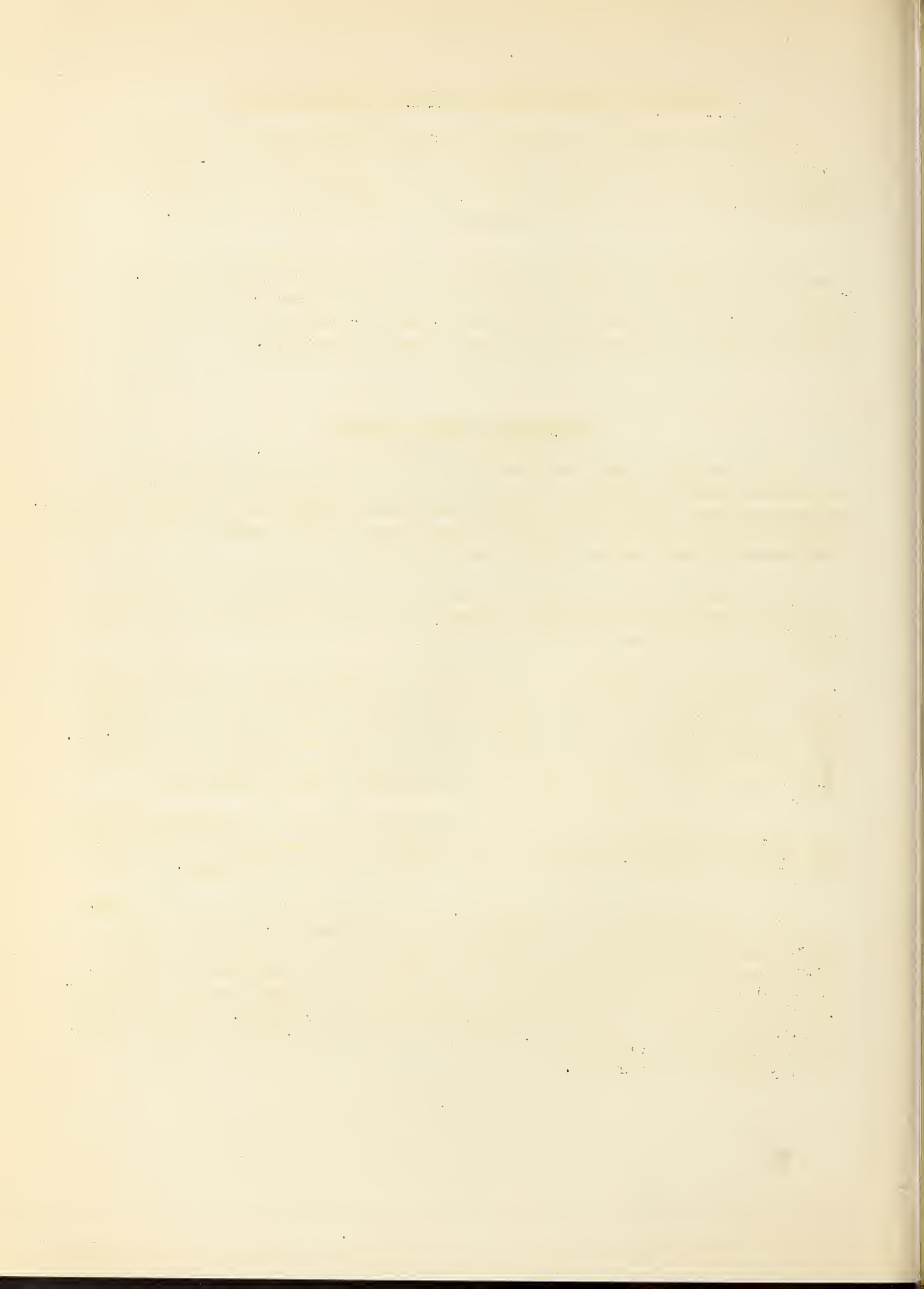
Irish potatoes, sweet potatoes and squash are generally in plentiful supply and selling at reasonable prices. Late Irish potatoes are of good quality and are suitable for home storage.

Cauliflower and onions are generally quite plentiful, but prices have shown a tendency to advance. Head lettuce supplies are too small to meet demand, and prices are firm against the ceiling. Prices for green beans and tomatoes have gone up a little, but have remained unchanged on carrots. Supplies of carrots range from moderate to liberal. Spinach, like most other greens, is in light supply, and selling at quite high prices.

With the growing and harvesting season about over in midwestern states, offerings of homegrown vegetables have tapered off, and markets are dependent upon the south and the west for the bulk of their offerings.

Small size California oranges are an attractive buy for the thrifty shopper. Supplies are quite plentiful at all midwestern markets, and prices are relatively low. Scientific studies have demonstrated that small oranges equal large oranges in content of health-giving vitamin C. Florida oranges and grapefruit are showing up on produce stands in growing volume, but prices for these are generally at the ceiling. Apples, pears, grapes and lemons are at ceiling prices, but more offerings of apples have been reaching the markets.

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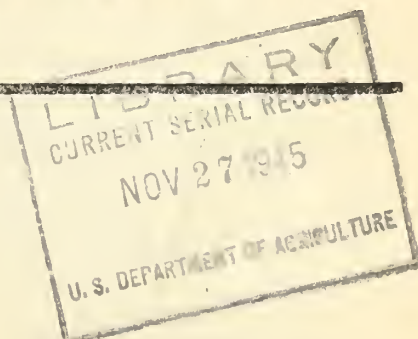
No. 175
October 26, 1945



Radio Round-up

A weekly service for Directors of
Women's Radio Programs

WHAT'S INSIDE



PRICE OF BUTTER GOES UP...as government subsidy is withdrawn..
MODERATE INCREASE IN FATS, OILS...but supplies are below '44..
NEW FOOD PACKAGES COMING..which offer high quality protection..
DEBUNKING COFFEE SHORTAGE RUMORS...supplies are almost normal..
COMMENTS AT FAO CONFERENCE..day-to-day flashes from Quebec.....
COTTON CALENDAR...more towels, sheets, and yard goods coming..
MANY USES FOR OUR BIG PEANUT CROP..it's time to use more peanuts..
PUMPKINS AND APPLES FOR HALLOWEEN..treats from food counters..
MIDWESTERN MARKET BASKET...good things to eat in fresh foods..

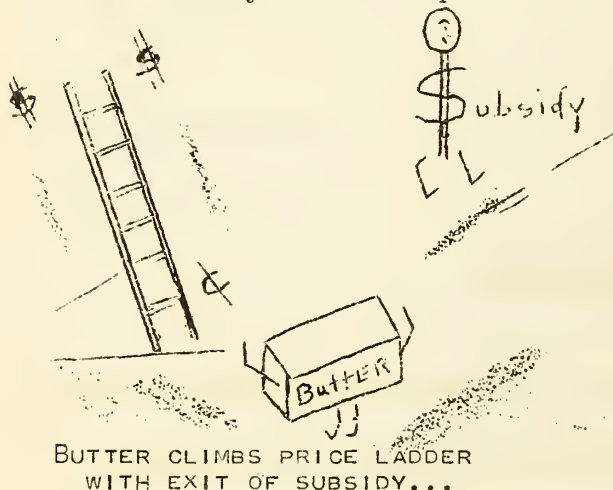
U. S. Department of Agriculture

PRODUCTION AND MARKETING ADMINISTRATION
5 South Wabash Avenue
Chicago 3, Illinois

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PRICE OF BUTTER GOES UP

The price ceiling on butter will go up five to six cents on November 8. The reason for this is that creameries will no longer receive a subsidy of five cents for each pound from the Reconstruction Finance Corporation. This subsidy was paid to creameries in accord with the Administration's policy to hold down the cost of consumer goods during the war. The recent drop in the prices of certain food items will offset the increase in butter values. And with the end of the war, it appears desirable to get the butter industry back on a peacetime basis as rapidly as possible.



If you wonder how the removal of a subsidy of five cents can raise the price ceiling five to six cents, here's the answer. Price ceilings at wholesale and retail levels are calculated by the OPA at a certain percentage above the cost of purchase. Since the purchase cost varies with the size or volume of a purchase, the percentage mark-up likewise varies. A dealer handling only a small volume of butter would be the one whose price increase would be the full six cents.

Improved Butter Supplies

As for supply...civilians will have more butter for October, November, and December than they had during any month in the year prior to the war's end. For the year ending August 31, 1945, we were able to buy about 85 million pounds a month. Now that the armed forces do not plan to take any more butter until spring, civilians are getting all that is produced at present...together with all commercial stocks of stored butter. Production is now at the seasonal low...about 90 million pounds a month.

We also have a little extra butter to add to commercial stocks now. Eighty million pounds of butter, declared surplus by the U. S. Army Quartermaster Corps, are being distributed to our markets over the next few months. The War Shipping Administration has recently turned over about 13 million pounds...originally purchased for lend-lease...for release to civilians. So, all in all, civilians will have about 135 million pounds of butter a month for the next few months. This compares with a pre-war use of about 150 million pounds a month.

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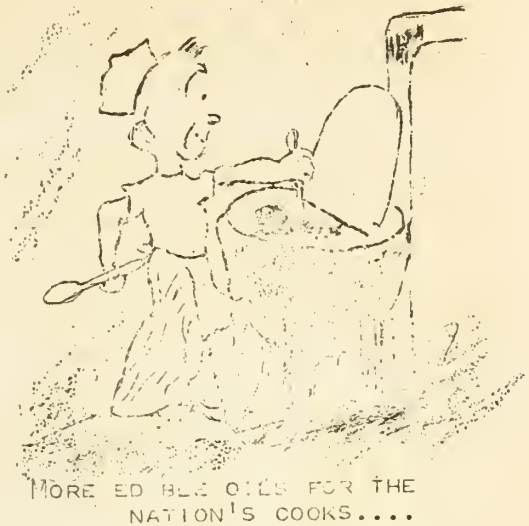
MODERATE INCREASE IN FATS, OILS

We'll be seeing a little more lard, margarine, shortening and other edible oils in grocery stores the rest of the year. The moderate increase over the summer months is due to three things. Military requirements are less...our export shipments are smaller...and supplies are increasing seasonally...that is, a major percentage of our vegetable oil crop is harvested and the spring crop of hogs is now moving to market.

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However, we won't have as much fats and oils as in the last quarter of 1944...and the main reason is that hog slaughter is lower...about a billion pounds less than in 1944.

The United States won't be importing any appreciable amount of fats and oils for some time. As the world supply of these commodities is far short of demand, the United States, Canada, and Great Britain made an agreement earlier in the year to see that essential supplies went to liberated areas. Because of this agreement, then, supplies from sources other than the United States and Canada are being made available largely to importing countries and to liberated areas. Argentina, Ceylon, the Belgian Congo, Australia and New Zealand are other export sources of fats and oils, right now.



The fats and oils situation is expected to remain tight in the months immediately ahead. Some relief is probable after the turn of the year when lard from an increased 1945 fall production of hogs shows up and when supplies from the Pacific increase.

* * *

NEW FOOD PACKAGES COMING

New types of food containers...developed and used during the war...are already coming to the corner grocery store. Economists of the U. S. Department of Agriculture say more food products will be put up in packages for the "market of tomorrow."

They forecast more fresh vegetables in cardboard boxes with transparent plastic windows. In the packaging picture for tomorrow, too, are fiber-board crates and baskets and folding paperboard boxes for use in shipping fruits and vegetables by air. In the future, fresh meat may be packaged in cardboard boats wrapped in transparent film. Plastic film will be used more extensively for the packaging of frozen and dehydrated foods.

Better Quality Produce Possible

When fresh fruits and vegetables are packed in containers such as the cardboard box with transparent plastic windows at the farm...they're protected from cuts and bruises during shipment and storage. The day may come...say the economists...when the farmer will stamp the container with his name, address and the date the food was packed.

The new containers will offer high quality protection. Freshness will be assured whether the food comes directly from the farm or by way of the factory for processing. And the new containers will also be attractive. However, homemakers will favor the product that is not over-packaged. The economists believe that homemakers will not want to pay for trimmings unless they add something to the quality of the food.

* * *

DEBUNKING COFFEE SHORTAGE RUMORS

The rumor is making the rounds again about coffee shortages, but keep your aprons on, homemakers, and don't make a 50-yard dash to your nearest grocer. Runs on banks are not good for banks...and runs on your grocer's coffee stocks start scare stories...and the hoarders score a home run. That's when coffee really begins to disappear.

It is true that coffee importers in this country are experiencing a little difficulty in procuring all of their needed supplies. The reason is that the producing countries, principally South America and Central America, are asking a price that exceeds the ceiling established by the Office of Price Administration. Consequently, there is a great deal of agitation afoot on the part of the producing countries to have ceilings raised or removed. So far...no luck.



...LET'S DUNK THE COFFEE RUMOR...

The reassuring thing is that our supplies of coffee are approximately normal. True, we are not getting the quality we are accustomed to. That's because other countries...European nations, which are not held down by price ceilings...are competing with us in the primary markets and getting the top grades.

September purchases by United States importers amounted to 958 thousand bags (132 pounds to a bag). In September of last year, these importers purchased only 700 thousand bags. So, you see, we're buying more coffee... and there's no need to worry, for supplies are sufficient.

* * *

COMMENTS AT FAO CONFERENCE

Just to keep you posted on what's happening at the FAO Conference in Quebec, here are some day-to-day flashes.

The Food and Agriculture Organization officially came into being on the afternoon of October 16, when delegates of thirty nations signed the Constitution on the stage of the Chateau Frontenac Ballroom in front of a backdrop of the flags of the United Nations.

At the afternoon session of the second day, Secretary Anderson read President Truman's message. The President asked the new organization to set an example of world cooperation in attacking the problem of freeing millions from hunger. He said that FAO offered the United Nations a chance to "begin to cultivate, if not yet to gather, the fruits of victory" over their Axis enemies.

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China Backs FAO

Dr. T. W. Tsou, speaking for China, said that his country is eager to support FAO. He added that while China has much to contribute to other countries, she has much to learn from those who are more advanced in scientific agriculture than she. "I hope," he said, "that we can lay down a concrete plan of work, and trust it to the director-general and his staff."

On the third day, Noel Baker, member of the British Parliament, told delegates and alternates that there was no conflict between consumers and producers. "We have to rid ourselves," he said, "of the idea that nutrition interests are on one side and agricultural interests are on the other. In the final analysis the interests of consumers and producers are identical."



India Asks "International" Personnel

PLANS GET UNDER WAY AT FAO MEETING.

Sir Girja Shankar Bajpai of India told the conference that "the saying that God helps those who help themselves is especially applicable in India's case." He added that India, realizing that FAO cannot do it all, proposes to solve her own problems of hunger. The problem, he explained, will be increasing farm output and expanding Indian industry. He pointed out that India cannot be written off as a backward nation. She is not entering FAO as a mendicant, nor does she expect miracles. In conclusion he made a strong plea that FAO keep in touch with populations of the nations it serves through such means as establishment of regional offices. The personnel of FAO, he added, must be thoroughly international.

S. L. Mansholt, the Netherlands Minister of Agriculture, Fisheries and Food, told a news conference that at the moment "nutrition is fairly good" in his country. "The only things we need are the little things that make life cheerful," he said, "like jam, cheese, sausage on our bread, and cigarettes."

* * *

COTTON CALENDAR

Towels, sheets, pillow cases and yard goods are all pinned up on the supply line of cotton goods coming to market between now and the first of the year. That's the word from the War Production Board. Textile mills of the United States expect to turn out more than two billion yards of cotton fabrics the last quarter of this year. More than half will go into garments and household fabrics. This is slightly more cotton goods than was manufactured for the same purposes during an average three-month period in the five years just before 1939.

Smart "reconversion" buying calls for patience and restraint... patience in waiting for an assortment of styles and sizes...restraint in buying no more than is immediately needed of any scarce essential fabric that is also important to others.

* * *

MANY USES FOR OUR BIG PEANUT CROP

The largest peanut crop in history is expected this year -- a crop topping last year's record by seven percent. That should be very good news to homemakers...for peanuts, with their high quality fat, protein, and B-vitamins, make an important contribution to everyday meals at a price within reach of the average budget. At this time especially, when edible fats and oils are in rather short supply, peanuts and peanut butter can satisfy an important dietary need. They can help in stretching sugar, too, as they add a rich flavor to many desserts, and thus less sugar need be used.

Peanut butter is made by grinding peanuts, and it contains all the natural fat. Therefore, the fat in certain quick breads and cookies may be wholly or partly replaced with peanut butter. The products will have a good texture and flavor, and the protein and vitamin content will be increased. This will prove especially helpful with low-cost budget menus. Many recipes using peanut butter also include milk, and thus tend to increase the use of this very essential food. Peanut butter blended with jams, jellies, or honey may be used as a simple topping for cakes, or as a spread for griddle cakes and waffles. This blend, or peanut butter alone, may also be used in making such fruit dishes as baked apples and other fruit desserts.



The United States Department of Agriculture has established grades of peanut butter just as standards are set for other processed products. During the war, the Department of Agriculture required all shelled number two grade peanuts to be crushed for oil. That has left only top quality peanuts for making into butter and for eating salted.

Peanuts and peanut products can be used in a variety of foods. Old favorites in the candy department are peanut brittle and honey peanut brittle, and chocolate bars with peanuts. Snacks for the appetizer tray include stuffed celery, cheese balls rolled in coarsely ground peanuts, and carrot wheels spread with peanut butter. Sandwich combinations are numerous...from the well-known peanut butter and jelly to mixtures with chopped prunes or dates, or with meat.

Nutritious soups play an important part in menu plans as the weather gets colder, and a cream of peanut soup is a substantial concoction. Peanuts and peanut butter even step into the entree...for they can be used in a souffle and included in loaves and in many casserole dishes. Fresh peanuts can be added to salads too. Roasted peanuts give an especially good flavor to chopped vegetable and pickle salads. And there are peanut breads and a number of desserts, baked and chilled, as well as ice cream, in which peanuts play an important role.

PUMPKINS AND APPLES FOR HALLOWE'EN

Grinning jack-o-lanterns and apples to "bob for" are part of the Hallowe'en tradition...and the youngsters need not be disappointed this year, because pumpkins, large and small, and a liberal supply of good eating apples are to be found at Midwest stores right now. Of course, most homemakers will want some cooking apples also for making some of the apple desserts that fit in so well with fall menu plans. Many recipes are especially welcome because they can be made with sugar substitutes. Apple dumplings, apple turnovers, and apple cobblers are some of the favorites...and carmel-covered apples or apple sauce tarts will be good choices for Hallowe'en goodies for the youngsters. For that Hallowe'en dinner dessert, homemade apple pie topped with cheese may be the choice in your home...while others will bring on pumpkin, squash, or sweet potato pie...all excellent harvesttime suggestions.

* * *

MIDWESTERN MARKET BASKET

"Head and shoulders" above other fresh vegetables on the plentiful list at most midwestern markets stand Irish potatoes, cabbage and beets. Retail prices for each of these items make them real economy buys...low enough to buy and store or can for use during the cold winter months ahead. Quite a number of midwestern retail food stores are vigorously advertising "harvest" sales of potatoes in sacks for home storage...cabbage can be bought at Chicago produce markets for as little as two cents per pound...locally grown beets are available at similarly low prices and are suitable for canning. Carrots are in liberal supply in some areas, with those without tops the most reasonable in price.

Cauliflower, too, is plentiful at many points in the midwest, and joins with other plentiful vegetables, including onions, for the grouping that will combine well with the less tender cuts of beef into an excellent boiled dinner...particularly delicious on a cool, snappy day.

Supplies of tomatoes are moderate, with prices generally higher. New crop Texas radishes are putting in an appearance at midwest markets. Supplies of cucumbers from Louisiana and Florida are rather light and prices quite high. Most greens, like spinach, and such items as Brussels sprouts, broccoli, and lettuce are in light supply and command ceiling prices.

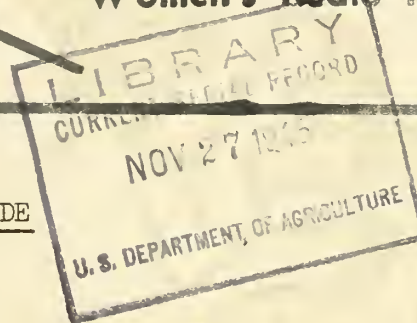
Ceiling prices generally apply to fruits, also, even apples which are going into cold storage in considerable volume...and are thus held in moderate supply for immediate retail trade. Only the citrus fruits are showing up in good volume as Texas adds to the flow of these fruits from Florida and California. Small sizes of oranges continue to be in the bargain class at most midwestern markets...and the homemaker will find larger supplies of grapefruit...both the pink and the white fleshed...at the produce stands. Russet Bosc pears, colorful Tokay grapes, and scattered supplies of bright persimmons, pomegranates, and pineapples are included in the annual fruit selection.

* * *



Radio Round-up

A weekly service for Directors of
Women's Radio Programs



WHAT'S INSIDE

CHOOSING YOUR CREAM....helpful guides in purchasing cream.....
PECAN HARVEST IN FULL SWING..."improved" varieties available..
YARDSTICK FOR BUYING NUTS..takes the guess out of marketing..
FAO DIRECTOR GENERAL NAMED.....and what he recommends.....
WEIGHING IN.....spring pig crop now coming to market.....
SOMETHING FOR SANTA...teenagers can make knitwear makeovers...
4-H ACHIEVEMENT....Nov. 3 - 11 is 4-H Club Achievement Week...
ROLE OF THE RURAL SCHOOLHOUSE...expands to community center...
CABBAGE FAVORS MIDWEST MARKETS.....large crop harvested.....
FROZEN FRUITS HANDY FOR WINTER MEALS...they're popular, too...
MIDWESTERN MARKET BASKET...has notable fresh vegetable buys...

U. S. Department of Agriculture

PRODUCTION AND MARKETING ADMINISTRATION
5 South Wabash Avenue
Chicago 3, Illinois

Light cream, coffee cream, table cream, whipping cream...how rich are they? If the descriptive names confuse you, here are some facts to help you select a cream for your family's various needs.



"IT'S HOMOGENIZED!"

You know, of course, that cream is the sweet fatty liquid separated from cows's milk. It may have sweet whole milk or sweet skim milk added to it. But to be labeled as cream, the Food and Drug Administration says it must contain at least 18 percent butterfat. That's the minimum, but some states, including Minnesota, have a 20 percent butterfat minimum, and Nevada a 22 percent minimum. Light cream, coffee cream and table cream conform to this standard.

During the war when we needed to divert more butterfat to the manufacture of cheese, butter and dried whole milk, it was a fairly general rule across the country for dairies to keep to minimum butterfat standards. Now all restrictions on the sale of cream and milk are ended. So some dairies are again selling a richer cream.

"Light" and "Heavy" Whipping Cream

As for whipping cream, there are two varieties...light and heavy. "Light" whipping cream, under definition of the Food and Drug Administration, must contain not less than 30 percent butterfat...or as high as 36 percent butterfat. "Heavy" or "double" whipping cream must contain at least 36 percent butterfat...some dairies use up to 45 percent in an extra heavy product. But you probably won't see labels marked "light" whipping cream. Most dairies just label the bottle cap "whipping cream" and the product is within the 30 to 36 percent butterfat range.

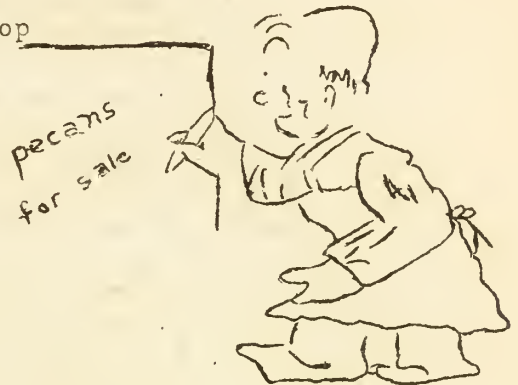
Maybe you've noticed the word, "homogenized" on the cream bottle cap. This means the cream went through a machine which broke down or reduced the size of fat globules. Homogenized cream has more body...it's thicker and flows more slowly. After homogenization, the fat in the cream separates less readily and a cream line does not form.

Homogenized cream looks richer and goes further in coloring coffee. It's been estimated that it takes a fifth less homogenized cream to color the coffee the shade you prefer. One tip, though...homogenized cream does not whip...even though its butterfat content puts it in the whipping cream bracket. For this reason, whipping cream is never homogenized.

PECAN HARVEST IN FULL SWING

The pecan crop this year will approximate 140 million pounds. This is just about one pound for every person in the United States. The harvest is in full swing, and by Thanksgiving supplies will be well distributed across the country.

About 40 to 45 percent of this pecan crop will be of the "improved" varieties grown largely in the southern states east of the Mississippi River. The chief differences between the "improved" and wild or seedling pecans are size of the nut, thickness of shell, and cracking qualities. Nuts of the "improved" variety are produced on grafted or budded trees. For the most part these varieties originated as chance seedling trees with superior quality nuts, and for this reason were extensively propagated.



Preparing Pecans for Sale

The "seedling" pecans which grow mostly west of the Mississippi...principally in Texas and Oklahoma...are widely used commercially. These smaller nuts are shelled and the kernels are distributed to confectioners, bakers, salters and ice cream manufacturers.

Pecans intended for sale in the shell go on quite a tour before they reach the consumer. When they come from a southern farm into a grading and packing plant they are of all sizes and grades...and ill-groomed to say the least. But the routine sprucing them up for public appearance is an interesting one. First, the pecans are poured into a rotating cylinder. There are perforations in this cylinder through which dirt and pieces of hulls fall. Then the nuts pass under a suction machine which takes out lightweight nuts and any remaining hulls. Workers pick out by hand the cracked and badly stained nuts. The next mechanical process divides nuts into classified sizes...extra large, large, and medium. After they are sized, the nuts are cleaned, polished, and are ready for the most critical eye.

Yardstick for Buying Nuts

Buying unshelled nuts need not be a guessing game, say home economists of the U. S. Department of Agriculture. They suggest this yardstick. One pound of unshelled almonds yields about one cup of shelled kernels...one pound of filberts about one and one-third cups...one pound of peanuts about two cups...one pound of pecans almost one and one-half cups...one pound of English walnuts a little more than one and one-half cups of halved kernels...and one pound of black walnuts about one-half cup of broken kernels.

* * *

FAO DIRECTOR GENERAL NAMED

Sir John Boyd Orr has been unanimously chosen first Director General of the Food and Agriculture Organization of the United Nations. Sir John was described by Howard R. Tolley, United States alternate member, acting in the absence of Secretary Anderson, as an eminent scientist, a distinguished scholar, an experienced legislator and a successful farmer... which seems to embody all of the requisites for a good Director General.

Sir John Orr was born in 1880 in Ayrshire, Scotland, and holds Glasgow University degrees in the arts, sciences, and in medicine. He founded the Rowett Institute for Research in Animal Nutrition at Aberdeen, Scotland, and has been its director until his election to Parliament this year as representative of the Scottish universities.

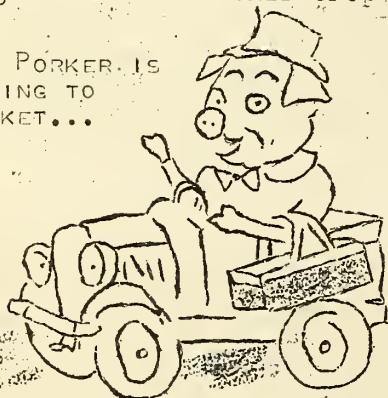
In his first press conference as FAO Director General, Sir John said that FAO is the world's answer to the atomic bomb. If the nations can agree on food, he believes they can agree on other matters. Making it clear that he was talking as an individual, since he had not had time to consult his executive committee, he said that a sort of world-wide, ever-normal granary for wheat might well be an FAO recommendation. Such a granary would assure producers a minimum price, and would also assure equitable distribution of surpluses to people who needed wheat. He believed that the first FAO Regional Offices and Experimental Stations should be in Asia, since the greatest hunger and the greatest need for improving agricultural techniques are there.

* * *

WEIGHING IN

From now on, and for the next few months, you'll be seeing more pork chops, ham and bacon at the meat counter. The spring pig crop is now being sold. While this crop is smaller than usual, there are no set-aside

MR. PORKER IS
COMING TO
MARKET...



orders on pork at present, so most of the available supply is for civilians. Of course, the army is buying some pork, but is making its purchases on the open market...without benefit of set-aside orders.

Lamb will remain in about the same supply as recently...and beef and veal will continue as leaders at the meat counter...being at or near record levels.

Total per capita meat supplies for civilians the last quarter of 1945 are expected to average at least a third higher than in the July to September period.

* * *

SOMETHING FOR SANTA

Christmas isn't very far away...and teenagers who are planning to make some of their Christmas presents can get some bang-up ideas from the bulletin "Knitwear Make-Overs." (A copy came to you with ROUND-UP October 1.)

This bulletin describes gay togs for youngsters made by clothing specialists of the U. S. Department of Agriculture from discarded knitwear. For example, an old wool bathing suit provided the material for a becoming Dutch bonnet and mitten set. White wool single crocheting was used to join the front and back of the cap together and to finish the front edges of the mittens. White felt heads on the hatpins and white felt applique added gay notes to the set.



Lounging socks or shufflers were contrived from worn novelty socks. The soles for these were made from an old felt hat.

Sturdy mittens for the children were made from men's cotton work socks... no longer usable by the man of the house.

KNITWEAR GIFTS ARE ATTRACTIVE...

The bulletin also gives some advice on cleaning, drying and mending the knitwear and for cutting and seaming knit goods. Free copies can be obtained by writing the U. S. Department of Agriculture, Washington 25, D. C. The title is "Knitwear Make-Overs."

* * *

4-H ACHIEVEMENT

November 3 to 11 is 4-H Club Achievement Week. If you want to schedule a show featuring 4-H Club girls who've done outstanding work in gardening, canning, sewing, room improvement, or child care, get in touch with your County Home Demonstration Agent. She will help you contact the 4-H girls.

4-H Clubs are a part of the educational program of the Agricultural Extension Service. They are sponsored jointly by the U. S. Department of Agriculture, the State Land-Grant colleges, County Governments and rural people. Farm boys and girls learn while doing worth-while work in farming and homemaking under the direction of a competent leader, usually a farmer or homemaker.

Enrollment in 4-H Clubs in the United States this year is around a million, seven hundred thousand. Almost all club members are between 10 and 21 years old.

The term "4-H" signifies wholesome development of head, heart, hands and health, essential to success in club work and in life. The slogan of 4-H Clubs is "to make the best better." The insignia is a four-leaf clover with an "H" on each leaflet.

* * *

ROLE OF THE RURAL SCHOOLHOUSE

The school most farm families have ordered for this post-war world will be a real community center.

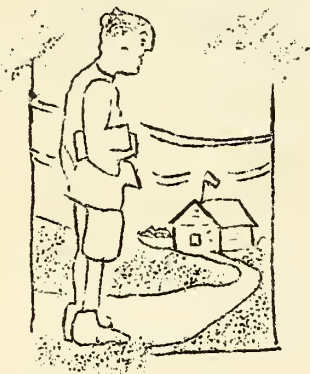
When something goes wrong with the corn picker dad can take it down to the school machine repair shop. And there, sons John and Jim will help him fix it, as they will learn by actual practice how to repair and care for farm machinery.

Mom and Aunt Alice will use the school's well-equipped canning plant to put up fresh garden produce for the family's use at home and for the school lunch pantry. The children will continue to get their hot lunches at school.

Grandma can get a new novel and dad can borrow a good biography from the school library because it will be stocked to serve the older members of the family as well as the school children.

At night and on week-ends, farm neighbors will gather at the school for basket ball games and singing, and the literary society and movies.

All that's on the community side of the school program.



NEW HORIZONS FOR THE
LITTLE RED SCHOOLHOUSE...

From the viewpoint of the students, the school will be geared to meet their varied needs, too. There will be agriculture and home economics for students who want practical training that will be useful to them in their life on the farm. There will be good basic courses in science and literature for those who plan to go on to college and professional schools. There will be courses in art, music, drama and physical education for all of the boys and girls, and there will be health care.

Consolidated Schools In the Picture

Very likely, the school will be consolidated. Farm families in one district could not otherwise afford all of these advantages. However, dad and mom will still have a lot to say about how the school is run. They will continue to vote in the school elections, support the teachers, and voice their attitudes toward changes and improvements. The rural school will still belong to the people.

That's how the farmers themselves view the rural school picture, say economists of the U. S. Department of Agriculture. These are the trends indicated in a survey of representative farmers in 32 counties scattered throughout the United States. The survey shows that four out of five farmers want school repair shops and a continuation of the hot lunch program. Four-fifths of the farmers believe that school buildings should be used for community activities after hours. Two-thirds of the farmers said they would like a school library expanded to serve the adults in the school district. More than half the farmers interviewed said schools should operate canneries after the war for the convenience of farm families.

CABBAGE FAVORS MIDWEST MARKETS

One of the largest domestic cabbage crops on record is being marketed this fall. Weather conditions have been especially favorable to cabbage, and as a result, the quality is generally good and many heads are of large size. Through most of the Northern states cabbage is an important fresh vegetable crop. The principal producing states are Wisconsin, Michigan, Ohio, Illinois, Indiana, Colorado, and Pennsylvania. Midwestern markets are favored naturally with larger supplies. The price of cabbage to consumers is very reasonable, and many a menu can be planned around this vegetable rich in vitamins and minerals.

Another good point in favor of using fall cabbage is that recent tests show that the average yield of vitamins is greater in cabbage harvested in November than in cabbage harvested in May. Also the vitamins are more evenly distributed through the head in fall cabbage. They tend to be closer into the head as the weather gets colder, while they are more concentrated in the outer leaves as the weather grows warmer.

This office has a limited supply of the folder "Cabbage Comes to Lunch and Dinner," which you broadcasters might like to have on file. A copy is enclosed with this week's issue of ROUND-UP.

* * *

FROZEN FRUITS HANDY FOR WINTER MEALS

There is still a fairly good variety of fresh fruits to be found at Midwest food stands, but every now and then homemakers will turn to frozen fruits to supply variety in their menus...and this is especially true as the season moves into winter.

Although frozen vegetables have been produced in large quantities for only the last several years, fruits have been frozen for at least twenty-five years. Originally most fruits were frozen in wooden barrels, kegs and large tins and were very often packed with sugar, usually one part of sugar to three parts of fruit. These early frozen fruit products were known as "cold pack" fruits.

With the introduction of quick freezing there has been a gradual change in the freezing process employed for fruits, although a large portion is still "cold" packed. These are used largely by bakeries, restaurants and jam and jelly makers for manufacturing purposes. Each year, however, a larger quantity of the total frozen fruit pack is being preserved by quick freezing, and these products are usually packed in smaller containers.

When they have completely ripened, the fruits used for freezing are picked by hand to avoid bruising. In most cases, fresh fruits for shipment to markets are permitted to ripen enroute, as they would spoil if packed when ripe. In the freezing process, fruits are rushed to the nearby plant quickly after picking, where they are inspected, graded, thoroughly washed, peeled, pitted or otherwise prepared. Most berries

(continued)

are individually quick frozen after which they are packaged into cartons of twelve to sixteen ounces net weight for home use. There is also the solid pack system in which foods are packed in cartons before going to the freezer so that each package is frozen as a unit. The choice of varieties of fruits and vegetables that are best suited for quick freezing is important, as there are many varieties which are fine for eating fresh or canned, but which do not stand up well under freezing.

The uses for frozen fruits are many. They may be served alone with milk or cream, with cereal, with tapioca and jello and in an endless variety of baked desserts. They make an especially welcome addition to meals as the variety of fresh fruits becomes more limited in our Northern markets.

* * *

MIDWESTERN MARKET BASKET

The Midwest harvest-time market basket is heaped high with vegetables. Among this plentiful array, homemakers should take note especially of the many Irish potatoes on hand. They're listed by market reporters of the U. S. Department of Agriculture at Kansas City, St. Louis, Chicago, Cincinnati, Minneapolis, and Detroit as one of the outstanding buys at the food stands.

Homegrown cabbage is also starred as an economy buy, with supplies liberal throughout the region. The royal red of beets can add considerable life to dinner plates, and this flavorful root vegetable is another very reasonably priced item, with supplies especially liberal at Minneapolis, Chicago, and St. Louis. Green beans and head lettuce are increasing in supply, and in some cases prices have edged a little below ceiling.

Vegetable plates gain elegance when a head of cauliflower is the centerpiece, and this distinguished member of the cabbage family is in rather plentiful supply in nearly all Midwest markets. What's more, the price tags are rather attractive on this vegetable. Other luxury-type vegetables offered include Brussels sprouts and broccoli, but the cost is rather high.

Homemakers whose budgets are limited will find Acorn, Hubbard, and Marblehead squash, topped turnips, and rutabagas within their reach. Sweet potatoes will also find a place in average cost menu plans.

At the fruit counters, most offerings are going at ceiling prices. Preferred sizes of oranges and grapefruit sell mostly at the ceiling level, but small sizes are discounted rather heavily. In fact, small oranges are one of the best fruit buys. Increasing supplies of winter pears...the D'Anjou and russet Bosc...are coming in, and these are excellent for eating as is, in salads, or for cooked desserts. There are still some Keiffer pears on hand in some markets, and these make excellent cooked dishes at moderate cost. Cranberries are still in rather light supply in most areas. A good selection of apples is available at Chicago, where supplies are rather liberal, but in most markets quantities range from light to moderate.

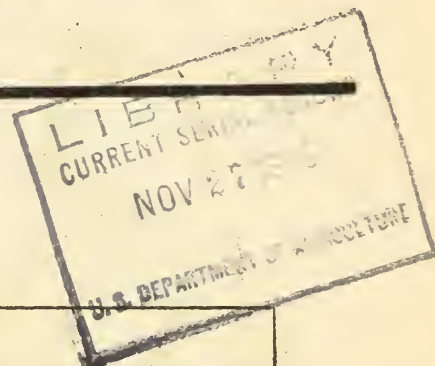
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Radio Round-up

A weekly service for Directors of
Women's Radio Programs

WHAT'S INSIDE



PORK PLANNING...how decisions are made on '46 production.....
POTATO POPULARITY CONTEST....friendly Maine-Idaho rivalry.....
YOUR SHARE OF SAUERKRAUT....is larger this year than last.....
KEEP 'EM MOVING.....use up home canned food within a year.....
FLOWERS FOR A '46 CENTERPIECE....choose "mums" this fall.....
CARROT SITUATION...peak of the season for Midwest carrots.....
BUDGET BUSTERS.....and how to eliminate them by planning.....
FLASH OF COLOR.....is provided by a good cranberry crop.....
BEETS AMONG BEST BUYS....especially in the Midwest states.....
FISH OFFERED AT MORE ATTRACTIVE PRICES...thrifty protein.....
MIDWESTERN MARKET BASKET.....has fruit crop information.....

U. S. Department of Agriculture

PRODUCTION AND MARKETING ADMINISTRATION
5 South Wabash Avenue
Chicago 3, Illinois

PORK PLANNING

When you go to your butcher for pork chops or bacon, you're interested only in whether or not he can fill your present order. You're certainly not wondering if he'll have pork in November, 1946, or the spring of 1947. You more or less take that for granted.

One special reason you can have this feeling of hopefulness is that farmers and the U. S. Department of Agriculture are already planning next year's hog production. Maybe you have read that the Department of Agriculture asked for a 1946 spring hog goal of 52 million head.



"YOU'LL FIND A LITTLE MORE
COMPETITION WHEN YOU GROW UP!"

How that number was arrived at makes an interesting story. The 52 million pigs which will be raised in 1946 will be about as many as were raised this year...but will be nearly four million more than the ten-year average (1934-43). But you might say...we didn't have enough pork these past months. That was because such large quantities of pork were required for the men in the armed services and for our allies. When these 1946 pigs start coming to market a year from now, much less pork and lard will be needed by the armed services and for export. Therefore, most of the available supply then will go to civilians...and it should provide about ten pounds more per person than we had in the years 1935-41.

More Competition Expected

In fixing the hog goal for 1946, the USDA took into consideration the very large supplies of beef and poultry expected to come on the market...and compete with pork...during the next two years. The department also gave consideration to probable feed-grain supplies and the need for this feed by livestock other than hogs...that is, for dairy cattle and poultry. Maintaining the proper balance between feed and livestock is as essential as balancing expenditures in the family budget.

As you know, the Department of Agriculture is required by Congressional Action to support the price of hogs at a specified level for the next two years. If hog prices decline below the support, the government will be required to purchase hog products with funds from the U. S. Treasury. Disposal of these products after purchase might prove to be a difficult problem...especially if large supplies were involved. In establishing a goal for 52 million spring pigs, it was believed that this number could be marketed at the required support price level with a minimum of government purchase.

* * *

POTATO POPULARITY CONTEST

Gone are the days when you had to search from store to store for potatoes, for this year farmers have produced the second largest crop on record. In a crop of such abundance there are plenty of high quality potatoes, so homemakers can insist on getting top grades.

By way of celebrating this large crop, a spud luncheon was recently held in a private Senate dining room in Washington, D. C. The spud shindig was tendered by Maine organizations...with guests from Idaho...to prove the merits of Maine potatoes over those of Idaho. Among those present at the luncheon were First Lady Mrs. Truman and J. B. Hutson, Under-Secretary of Agriculture. The Governors of Maine and Idaho were also on hand to praise the potatoes from their home state.



SOME POT TOTES!...

Congressional Deadlock

The piece de resistance was a potato cooking contest judged by Comptroller General Lindsay Warren and four women legislators...representatives Emily Taft Douglas of Illinois, Edith Nourse Rogers of Massachusetts, Clare Booth Luce of Connecticut, and Helen Gahagan Douglas of California. They ate heartily of both Maine and Idaho potato soup, fried potatoes, and baked potatoes...along with fish and poultry. The two eastern ladies voted for Maine and the west backed Idaho. The Comptroller General refused to break the tie, as he liked his hair the way it was. Then six slim beauties from potato producing states were introduced as graceful proof that potatoes as a regular part of the diet are not fattening.

This luncheon was another way of pointing out that potatoes can be featured now as an economical food as well as a nutritious and plentiful one.

Feature Scone Dish

With Midwestern markets spotlighting potatoes, homemakers can give spuds priority on marketing lists and feature them oftener than once a day on menu plans. There are many excellent potato dishes to serve to keep variety in the foreground. One that will provide novelty on many a family table is potato griddle scones, which can be served for either the main course or dessert. For a main dish, they can be topped with creamed meat or fish or vegetables...for dessert, they can be served with preserves. To make the scones...sift together two cups of sifted flour, one teaspoon of salt, 3 teaspoons of baking powder, and cut in 3 tablespoons of fat with two knives or a pastry blender. Then blend in a cup of cold mashed potatoes. Mix one beaten egg and about a third cup of milk and add to the first mixture. Mix slightly...then roll three-eighths of an inch thick and cut into squares. The scones should be baked slowly on a hot greased griddle or frying pan, and turned several times so that they're cooked through. This recipe makes ten to twelve of these scones...you'll find them a delicious innovation in your menu plans.

YOUR SHARE OF SAUERKRAUT

You'll be seeing more commercial sauerkraut this year than you did in 1943 and '44. For the past two years, packers weren't allowed any tin to put up kraut for civilian use. All of the tinned product made was needed for the armed services. This season, the cabbage crop has been bountiful and the quality excellent, and packers will be allowed sufficient tin to put up all the kraut possible.



Packers are now working to capacity in New York, Wisconsin, Ohio, and other producing areas for kraut cabbage. It'll take a little time to get this product into distribution, but all stores should have some stocks by the first of December. Sauerkraut, both canned and in the bulk, is now exempt from price control. But expected supplies should keep the prices fairly close to those of last year.

Sauerkraut History

Sauerkraut is popular because it furnishes a texture and flavor contrast to a meal. It's a pickle dish moving right into the vegetable line. According to food historians, sauerkraut originated in Asia. The Tartars are supposed to have introduced it into Eastern Europe. From there it went to Germany...and German immigrants brought the skill of preparing it to this country.

Sauerkraut is cabbage fermented in its own brine. This brine forms when salt is added to the shredded cabbage. The salt draws the sugar from the vegetable and certain bacteria cause this sugar to ferment. One of the products of this fermentation, lactic acid, gives the food much of its characteristic flavor.

Whether you make your own sauerkraut or buy it already canned or in bulk at the grocery store, you'll probably team it with some kind of pork... chops, spareribs, or sausage. Weiners and kraut are another long-time favorite. And in some parts of the country, sauerkraut is always served hot whenever there is turkey.

* * *

KEEP 'EM MOVING

One final bit of advice to the home canner of 1945 comes from home economists of the U. S. Department of Agriculture. It's "Keep 'Em Moving." This means the homemaker should look at the date and label on her canned foods when she goes to the cupboard to pick out a jar. Then the older jars won't get "lost" at the back of the shelf.

It's good planning...say the canning experts...to use up home canned foods within a year. Of course, longer storage is not unsafe if the food was properly canned, sealed airtight, and stored in a cool place. But the food does tend to lose some food value and flavor when it's held for a long time.

* * *

FLOWERS FOR A '46 CENTERPIECE

Here's a forward looking note for those who raise their own Chrysanthemums. It comes from garden specialists of the U. S. Department of Agriculture.

Although spring is the time to plant Chrysanthemums, the experts say you'll know better what you're getting if you choose the chrysanthemums for next year's planting while they're in bloom this fall. Just get the name of the variety from the gardener whose flowers you admire.

Hardy chrysanthemums are easy to raise. They'll grow in any soil that's favorable for vegetables. And for good blooms and foliage, the experts advise starting the "mums" fresh every year or two.

* * *

CARROT SITUATION

Right now there are plenty of carrots on most markets...both canned and fresh. The abundance stems from two main factors...first, the carrot crop this fall is well over last year's production...and second, requirements for the armed forces are much smaller.

It's customary for a large part of the fall crop of carrots to go to processors. During the war years, the largest portion of these canned carrots went to the armed forces. Now with the set-aside removed because military requirements have been cut back, you'll be seeing more canned carrots on your grocer's shelves.



As for fresh carrots...most of the fall crop grown in Eastern and North Central states, including Wisconsin, Michigan, Illinois, Indiana, New York, New Jersey, and Pennsylvania, is sold with the tops removed. This is the peak marketing season for these topped carrots, and heavy shipments will continue until the first big freeze. So you can count on lots of carrots until cold weather slows the market. Shipments of fall crop carrots are now running about 285 or 290 cars weekly...about the same as last year, and prices are well under 1944 prices.

TOPPED CARROTS IN
WIDE AREA!

* * *

BUDGET BUSTERS

During this reconversion period, many families are checking up on their spending and saving plans. Here are some budget tips from the USDA Bureau of Human Nutrition and Home Economics.

The specialists in family economics call expenses that may play havoc with budgets "budget busters." There are many "budget busters" to guard against...as many hopeful budgeteers have discovered!

(continued)

Take "nibblers," for instance, five cents here and ten cents there may add up to a surprising total -- enough to break a budget. The homemaker who is making a budget should count in the small expenses, too...such things as soft drinks, magazines, cigarettes, stamps, and the like. Some families handle these items through personal allowances. Then no further accounting is necessary.



HOW DOES YOUR BUDGET
BALANCE?

How To Handle a "Bouncer"

Then there are "bouncers." These are expenses that turn up only once or twice or a few times a year...taxes, winter fuel bills, insurance premiums, interest payments, Christmas shopping. One way to manage "bouncers" is to list the probable amount of each one. Add them up. Divide the total by 12. Set that amount out of each month's income. Then mark on your calendar the probable amounts of the bills and the dates they must be paid.

And don't forget "sluggers." These are unforeseen expenses. A seige of illness, an accident, an unexpected need for household repairs, a change of job that requires a move. Any of these can knock a budget for a loop and run the family into debt if no provision is made for emergencies. The answer, of course, is to have an emergency fund set aside. In other words... save to bulkd up an emergency fund.

* * *

FLASH OF COLOR

Brilliantly-hued cranberries are adding a flash of color to some Midwestern food displays at the present time. The latest figure on the supply of cranberries this year is about 634 thousand barrels. While the 1945 crop is only slightly larger than average, it's over seventy percent larger than the very short crop we had last year. Most of the increase is in Massachusetts, for the Wisconsin and New Jersey crops are considerably smaller than those of 1944.

Have you ever wondered how the name for cranberries originated? According to some historians, the name was originally "craneberry"... so called because of the graceful stem of the cranberry flower which resembles the curve of a crane's neck.

Cranberry canning and processing has become a big business. About 35 percent of the crop ordinarily is processed, canned, or dehydrated. Last year, you didn't see many dehydrated cranberries because the armed forces took most of this product. This year, with an average crop and smaller army requirements, there'll be more processed cranberries available. Probably the increase in dehydrated berries will be more noticeable because processors also have sugar worries, and the dehydrated berries do not call for sugar.

* * *

BEETS AMONG BEST BUYS

An abundance of good quality beets is on the market in parts of the Northeast and Midwest regions. This situation arises largely because of military and government cancellations. In Minnesota and New York, for example, a pretty heavy beet acreage was built up during the war for dehydration, dry pack, and the like. Such a large supply is, of course, no longer needed, and will furnish an abundance for the fresh market.

Another factor is that the beet yield is good this year. Each state has its own local supply which is good, and the government cancellations added to this makes an abundance.

The bright red color of beets can be advantageously employed in salads and to brighten the appearance of other less colorful foods. It may seem like an art to keep that bright crimson color, but it's really not so difficult. In preparing boiled beets, first scrub them gently, but thoroughly, leaving on the skins and the long slender taproot, and an inch or two of the stems. If the water is hard, the beet color may fade...but this can be prevented by putting a little vinegar or lemon juice in the water. Test the beets with a fork to see if they're tender. When they're done, drain them and plunge them quickly into cold water. This loosens the jacket on a cooked beet so that it slips off like a glove. Slice them or serve them whole...you may want to flavor with meat drippings, melted butter, or fortified margarine, and sprinkle with salt and pepper to taste.

Orange sauce supplies a novel and delicious accent to cooked beets. Other beet possibilities are diced beets with cooked bacon...oven baked Harvard beets...a beet and egg salad...beet soup...and cleverly cut beet garnishes for the relish tray.

* * *

FISH OFFERED AT MORE ATTRACTIVE PRICES

Now that meat supplies have improved, and sales at meat counters are booming, fish is apparently being overlooked by many food shoppers. Although it is welcome to have meats back on the table as frequently as desired, fish still has an important health role, and can provide some excellent main courses at considerably more attractive prices right now than was the case a few months ago. Fish prices at the Chicago terminal dropped sharply in September and October as a result of the competition with increasing meat supplies. Fish are important in the diet for their vitamin and mineral values. Most fish are relatively high in phosphorus. Some fish, especially oysters, are a rich source of iron and copper. Salt water fish are well known for their high iodine content, which is essential for the healthy functioning of the thyroid gland. On the vitamin side of the picture, many kinds of fish are good sources of vitamins A and D and some of the B vitamins.

Recently members of the Milwaukee, Wisconsin, Press Club found out what an excellent treat seafoods can be as they sat down to a real New England clambake conducted by a veteran clambake master from Vermont.

(continued)

The writers consumed 30 bushels of Rhode Island clams and 500 Maine lobsters steamed to full flavor in twelve barrels of seaweed from New England's coast, as well as corn, potatoes and the rest of the trimmings. This "pioneer spirit" might well be inaugurated into the homemaker's weekly trips to the fish market...it might produce some surprisingly interesting and delicious results!

* * *

MIDWESTERN MARKET BASKET

Reflecting prospects of record grapefruit and early and mid-season orange crops, these citrus fruits are becoming increasingly prominent on Midwestern markets as we swing into the winter season. Prices for the new 1945-46 crop of citrus fruits are expected to decline considerably from ceiling levels as markets become well supplied...and that trend already seems to be under way in many areas, especially on oranges. The crop of early and midseason oranges, which provide our main supplies from October 1 to May 1, is expected to be seven percent larger than last year, and 45 percent larger than the average for the ten-year period 1934-43. Production of grapefruit is indicated to be nearly a fourth larger than a year ago, and nearly 75 percent more than the ten-year average. Thus, vitamin C servings should pose no difficult problems for homemakers during the coming months.

These supplies of citrus fruits are especially welcome as market quantities of many other fruits are rather limited. Market reporters of the U. S. Department of Agriculture advise that apples are in light to moderate supply, except Chicago and Detroit, where offerings are more liberal. Prices are at the ceiling. Red Emperor and Malaga grapes, as well as black Ribiers and Cornichons are on display at the fruit counters, with price tags marked at ceiling. Moderate supplies of winter pears give variety and refreshing juiciness to fruit salads and desserts. Some of the holiday fruits are coming on the market also, including bright red pomegranates, delicate, sweet persimmons, fresh pineapples, and kumquats, the baby of the citrus family, which can be used for preserves as well as for eating raw. Light supplies of cranberries are coming in from Massachusetts and Wisconsin.

The Midwestern homemaker looking for values in vegetables will again do well to concentrate on homegrown cabbage, Irish potatoes, beets, and carrots without tops. Larger supplies of green beans and head lettuce are being shipped in from the West and South, and prices have edged a little below ceiling in some instances. Some hothouse leaf lettuce is on the market. In the luxury type vegetables, cauliflower continues to be the best selection, particularly in Michigan. In Kansas City and St. Louis, homegrown items such as spinach, mustard greens, and turnip tops are among the best buys. Somewhat more celery is on hand in several markets, but the prices are holding up on the high side, generally speaking. Louisiana shallots and more cucumbers are appearing to give new flavor to the relish tray for the holidays, and Cleveland reports that Florida long green, yellow, and white squash is offered at reasonable prices. Winter Acorn, Hubbard and Marblehead squash provide additional choices in this department.

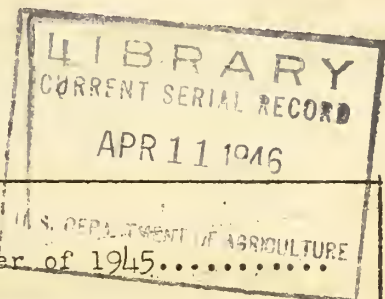
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Radio Round-up

A weekly service for Directors of
Women's Radio Programs

WHAT'S INSIDE



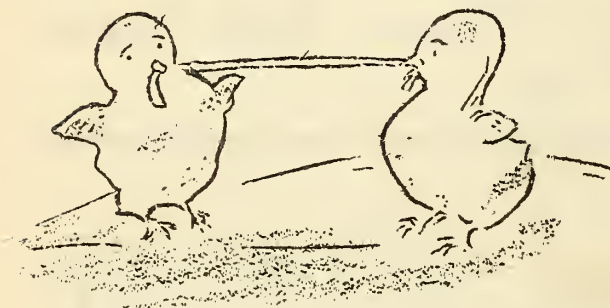
FOOD DIVVY-UP.....allocations for last quarter of 1945.....
RETURN THE MILK BOTTLE.....glass containers still limited.....
CORN POPPABILITY.....depends on moisture content and storage.....
HARVEST BOUNTY.....U. S. crops are third largest on record.....
INSIDE PIE STORY.....slight improvement in mincemeat supply.....
PUMPKIN PIE FILLING.....commercial pack is about average.....
THE FLEET'S IN.....and there's lots of fish for winter meals.....
THE ARMY SALUTES...Mary Barber, Food Consultant to War Department
FRUIT TREATS FOR THE HOLIDAY TABLE....dried, fresh, frozen.....
MIDWESTERN MARKET BASKET.....has fresh produce suggestions.....

U. S. Department of Agriculture

PRODUCTION AND MARKETING ADMINISTRATION
5 South Wabash Avenue
Chicago 3, Illinois

FOOD DIVVY-UP

Since the early days of the war, the U. S. Department of Agriculture has been announcing food allocations for civilians, for the military, for our allies, and for liberated areas as they were set free. There was only so much food that could be shared, and the allocation system was adopted as a sort of international rationing scheme...so that everyone could share the existing supplies. Last week, the Department announced food allocations for the October-December quarter of 1945.



...A PROBLEM IN FOOD DIVISION...

It is estimated that during the final quarter of this year, there is available for allocation approximately 37 million tons of foodstuffs. This is how the pie will be cut. About 78 percent will go to U. S. civilians. Military and war services will cut into nearly 6 percent, and 16 percent will be on tap for liberated countries and for other exports. The quantities of food being made available to European countries this quarter substantially meet stated requests, except for sugar, fats and oils, canned fish, and rice.

Good News for Europe's Hungry

This spells cheerful news for Europe's needy. It means that nearly four million tons of food will be directed to European countries and French North Africa in an effort to offset threatened starvation. It means that the winter will not be quite as grim as predicted. But there is no escaping the fact that four million tons will not be enough to feed Europe.

The factor that is limiting the amount of food going to Europe is not related to supply. It is a matter of finance. Aside from civilian relief feeding by military agencies, dollar resources of European governments and UNRRA help are the main sources of payment for U. S. food. Both are relatively limited. Moreover, it's a toss-up as to whether the critical need for food in these areas is more important than the need for coal, machinery, and transportation equipment.

The allocation announcement also reveals that U. S. civilians are receiving more of most kinds of food in the current quarter than at almost any time during the war...and even more than in pre-war years. There are exceptions, and these include sugar and fats and oils. These relaxed food controls in the U. S. were occasioned by reductions in military needs and increased seasonal production of certain commodities.

* * *

RETURN THE MILK BOTTLE

It's still important to urge the return of milk bottles. Folks who buy their milk supply at grocery stores are slower when it comes to returning the empty bottles than those who have home delivery. There are two reasons for making an effort to get these bottles back into circulation. It seems that all kinds of glass containers are limited...even though manufacturing plants of these containers are working at capacity. Paper cartons are not plentiful either.

The more trips a milk bottle makes, the better we can hold the line on milk production costs.

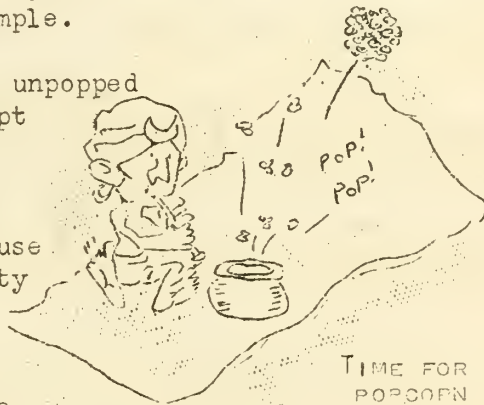
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CORN POPPABILITY

It's popcorn ball weather. And here's a note from corn specialists of the U. S. Department of Agriculture's Research Administration. The corn poppers will get best results when the kernels contain between 14 and 15 percent moisture...and the best way to tell if the corn has the right amount of moisture is to pop a sample.

If the corn pops well, leaving few unpopped grains, the rest of the batch may be kept poppable indefinitely by closing it up tightly in rubber-sealed jars.

If the corn does not pop well because of lack of moisture...rather than variety of corn...here's a suggestion. Try sealing the corn in a fruit jar with a few drops of water added. A week or more later, another test should indicate whether or not there was any improvement.



TIME FOR A LITTLE
POPCORN MAGIC!!

Storage Important

Good results in popping corn depend on how the corn is kept just as much as on its condition when bought. Much of the popcorn now sold at retail in small quantities is hermetically sealed in cans. It has the proper moisture content for best popping. When one of these cans is opened...the part of the contents not to be used at once can be kept at the right moisture content by sealing it in a glass fruit jar and using a rubber ring.

Some corn-popping-fans follow a rule-of-thumb method that seems to work well in moderately humid areas. They keep the shelled corn hanging in a cloth bag on a ceiling hook on the porch in fall, winter, and spring, and near the floor of the basement in summer.

* * *

HARVEST BOUNTY

The Pilgrim Thanksgiving menu probably consisted of turkey, venison, pumpkin, squash, and corn. By looking at the November crop report just issued by the U. S. Department of Agriculture, we get a good idea how varied the Thanksgiving dinner in 1945 can be.



THANKSGIVING BOUNTY...

Not only are the crops legion in number, but the harvest across this nation has been bountiful. Only twice before in our history... in 1942 and 1944... have we had greater total production than this year. In this near-record output, certain crops are at an all-time high. Our farmers have produced more wheat, oats, rice, tobacco, sugarcane, peaches, pears, oranges, grapefruit, almonds, and fresh vegetables than ever before. The

harvest of most processing vegetables is nearly completed, too. This year the crop of green peas is the largest ever recorded. Sweet corn is expected to approach the high 1942 production. Kraut cabbage is another crop that may approach an all-time high level.

Several Near-Record Crops

There are also near-record harvests of potatoes, soybeans, peanuts, pecans, walnuts, and grapes. Big crops of corn, hay, sorghum grain, and an above average crop of barley mean adequate feed for our livestock.

The crops that fell below average are rye, sugarbeets, sorgho sirup, and dry beans. And the two crops that fell to all-time lows are apples and sour cherries.

October weather was favorable for livestock and poultry. High production levels of both milk and eggs were continued. It looks now that total milk production for the year will reach 123 billion pounds, which will be a top figure...the previous record was 119 billion pounds produced in 1942. While egg production is below the 1944 record, it's going to be a little over 5 billion dozen...about 50 percent above the 1935-39 average. That means 390 to 400 eggs per person this year.

* * *

INSIDE PIE STORY

From Thanksgiving on through the winter, mincemeat pies will be enjoying their annual popularity peak.

Many women who could garner precious sugar and other ingredients have made some mincemeat for the holiday season. Others will be buying prepared mincemeat mixes at their local grocery store or delicatessen. These women will find a slight improvement in supply over last year.

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There won't be too great an increase in the commercial stocks because so many of the needed ingredients are limited. Sugar for one thing. Apples which are also called for in most mincemeat recipes are scarce this year...the supply of this fruit is only about half as large as average. In the spice line, cinnamon is especially short. The two hopeful supply items are suet and lean beef.

If shoppers fail to see mincemeat on the first try, suggest that they ask for it again. Mincemeat will be made right along through the season.

* * *

PUMPKIN PIE FILLING

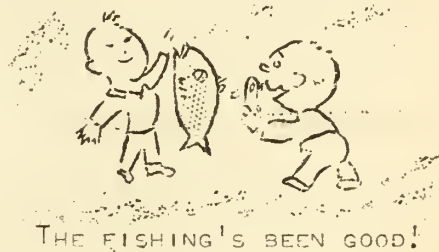
The commercial pack of pumpkin is only about average this year since the fresh crop wasn't very bountiful. However, with no government set-aside orders for canners, civilians will be able to buy about as much canned pumpkin as during the war years. Purchases necessary to assure our service men and women their holiday taste of pumpkin pie are being made by the government on the open market.

* * *

THE FLEET'S IN

If you heard any rumors a few months ago about an acute fish shortage this winter, you were listening with your bad ear. Come close...with your good one...and hear the good news. Landings for fresh and frozen markets for the first ten months of 1945 are estimated to be about 12 percent greater than in 1944.

As November goes over the line, total U. S. cold storage holdings may reach the highest on record for any single month since the industry has been keeping such data. Heavy holdings at this time are reported for halibut, salmon, cod, rosefish, whiting, mackerel, and sablefish.



In the shellfish line we find that shrimp shows practically double last year's holdings...9 million pounds of shrimp in 1945 to 1944's 5 million. And that is a far cry from the crustacean shortage last year when there wasn't a green shrimp to be found on the waterfront...no matter how well you covered it.

More Fresh Water Fish, Too

Concentrating on facts without figures, the fish picture is something like this. Freezings are a little over the volume produced last year. The Pacific Coast is competing for the inland markets up to now held by the Gloucester-Portland-Boston-New Bedford Axis. At the moment, because of more adequate supplies of meat and poultry, demand for fresh and frozen fish has dropped.

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Landings by areas for the first 10 months of the current year show that the four New England ports account for approximately 40 to 50 percent of the nation's total fresh and frozen supply. On the West Coast, Seattle shows the greatest increase with the fleet bringing in 38 percent more fish. Chicago receipts of fresh-water fish indicated a 10 percent increase...while New York landings were down about 6 percent. Data for the South Atlantic and Gulf areas is not available, but a recent Department of Agriculture survey indicates that the catch may equal last year's yield.

* * *

THE ARMY SALUTES

A few days ago a tiny, gracious woman received the emblem for exceptional civilian service in the Army's Quartermaster Corps. Her name is Mary I. Barber. Her job...to feed GI's...or more specifically: Expert Food Consultant to the Secretary of War. This meritorious service award is the highest which the army offers to any non-military person.

Miss Barber's war job started back in February 1941 when feeding "selectees" was a matter of building morale along with planning three daily meals for an army that was just beginning to take shape.

A woman in charge of feeding a bunch of soldiers? Who ever heard of such a thing? It definitely belonged in the raised eyebrow department. But some of the mess sergeants and army cooks knew what was cooking. They had met Miss Barber when she was Home Economics Director of a food concern. They had worked with her...attended her demonstrations in their own kitchens, and had used her practical menus. When they learned that she had been selected as Food Consultant for the QMC, the army's mess contingent sent up a cheer. And the cheers have been spreading right down the ranks.

3 "Squares" In The Service

Across the country she traveled...telling civic groups and women's clubs about the science of nutrition. Certain scientific principles govern healthy eating...and the army was practicing these principles. "Your sons in the army are better fed than sixty percent of the civilians in this country," she told these groups. "When they come home on leave you'll be amazed at what the food and training have done for them physically."

Well, the boys are coming home. You will agree that they look fit and well fed...whether they are returning from the South Pacific jungles or from a nearby camp. And credit goes to Mary Barber...her teaching instincts to an army cook stove and the boys who went with it.

Top Woman in Dietetics

Her job was more than assisting with menus for the United States Army. Her interest extended to every phase of the current food picture. She kept in step with the lists of plentiful foods, the enrichment programs, and research on dehydration, and caught the confidence of civilians.

(continued)

It was a job admirably done...and the citation that she received from Lt. Gen. Gregory pays tribute, not from the War Department alone, but from the men in the services and the folks at home as well.

When the War Department asked Miss Barber to come to Washington before Pearl Harbor, she was a top woman in dietetics. One of her many jobs was holding down the presidency of the American Dietetic Association, an organization numbering some five thousand women in the nutrition field. Since then she has received an Honorary Doctor's Degree from Drexel Institute. But citation, doctorate, and all, she's the same friendly, energetic lady the mess sergeants knew.

* * *

FRUIT TREATS FOR THE HOLIDAY TABLE

The coming Thanksgiving holiday brings to mind the thought of tempting fruit treats for the holiday table. And a good assortment is to be had at Midwest markets...whether you homemakers prefer dried delicacies...frozen fruits from the grocer's refrigerated compartment...or fresh fruits.

Thanksgiving wouldn't be quite complete in many families without a good assortment of the favorite raisins, prunes -- some of them stuffed -- apricots, figs, and dates. Supplies of dried fruits will be about as plentiful as they were last year. The raisin grape crop this fall was unusually good, and you know, raisins are noted for their food value, semi-imperishability, taste and convenience in a wide variety of uses. Flavor in a raisin is a matter of personal taste...all are delicious and distinctive.

Dried fruits are noted for their high food values. They are usually very rich in vitamin A and fruit sugars. Fruit balls would be a fine Thanksgiving delicacy. To make them...wash and dry one cup of prunes and one-and-one-half cups of raisins. If the prunes are extra dry, soften slightly in water. Grind the fruits through a meat chopper using a medium knife. Add a half cup of chopped nut meats, if desired...then mix well with one tablespoon of lemon juice and a few grains of salt. Shape into balls, using one rounded tablespoon of the mixture to a ball, and finally roll in sugar. Store the fruit balls in a tin box or tight jar. Other dried fruits -- figs, apricots, or dates -- may be substituted for part or all of the prunes or raisins. This is a popular confection for children.

If you plan on using frozen fruits for your Thanksgiving menu...you might chance on peaches and apricots at your local market. But very likely you may want to choose from some of the fresh fruits on the grocer's stands. Some stores have limes on sale...and they add an unusually delightful note when used as garnishes. Another citrus on hand in some food markets is the kumquat, the baby of the citrus family. It is small, ranging in size from that of a large berry to the size of a small plum, has a thin skin, and is orange in color. It may be eaten out-of-hand, in salads, or preserves. When eaten out-of-hand or in salads, the entire fruit is consumed. The combination of pungent rind and spicy pulp give this fruit a flavor all its own. Tangerines, too, are starting to come on the market and make a colorful addition to the Thanksgiving fruit centerpiece.

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Pomegranates and persimmons add to the holiday air at some of the well-stocked fruit markets. There has been more or less prejudice against the persimmon on account of its "puckery" taste when not fully ripened...but it is really delicious when fully ripe. At this point it becomes soft and very sweet. This fruit can be ripened by letting a few stand in a bowl on the table at ordinary room temperature for a few days. The pomegranate is about the size of an apple, with a reddish-brown to a deep red skin. The edible part of the fruit is a pulp which is filled with many seeds. This pulp is blood red in color and has a fine flavor.

It's time to talk of cranberries which have become a traditional part of the Thanksgiving menu. Massachusetts and Wisconsin are providing the supplies on Midwestern markets. Of course the catch comes when you eye the steady low-tide mark on the sugar can....so you'll have to rely on your cooking ingenuity when you sweeten the cranberries. A little corn syrup or perhaps some honey, or a generous amount of orange marmalade will have to pinch-hit for sugar during the Thanksgiving and Christmas holidays.

* * *

MIDWESTERN MARKET BASKET

This week many Midwest food shoppers will note the increasing supplies of snap beans and celery at their local markets. Green beans from the southern states are expected to be plentiful in the weeks ahead, barring unexpected frosts. Despite the larger supplies, prices are holding up for the most part, especially on the better quality beans. More celery for the relish tray will be welcome at the holiday season. Both the blanched Goldenheart and green Pascal celery is available, and this commodity is plentiful at Chicago and Detroit especially.

The economy buys of the past several weeks -- cabbage, Irish potatoes, and beets -- have advanced slightly in price in some markets, although they are still among the more reasonably priced vegetables. Large supplies of spuds are on hand at Detroit and St. Louis. Rutabagas are a good choice for homemakers on low cost budgets. Greenhouse leaf lettuce is an outstanding feature on the Cleveland market, and homegrown greens are also in liberal supply at St. Louis. Cauliflower has advanced somewhat in price throughout the region, although it still continues among the better buys at Detroit.

In general, there are more cucumbers offered throughout the Midwest this week, with prices tending a little lower. Tomatoes and cranberries are reported in light supply with prices at ceiling levels.

At the fruit counters, the situation remains much the same as last week, with prices for nearly all fruits holding at ceiling levels. In best supply at this season are oranges and grapefruit, apples, table grapes, and winter pears. The citrus fruits are expected to be plentiful this winter, and present quality is generally good. Apples are in light supply for the most part, although at Chicago and Detroit rather liberal quantities are offered. Most of them are from the Western states, which had a good crop this year in contrast to the poor outturn in the Central and Eastern states.

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No. 179
November 23, 1945



Radio Round-up

A weekly service for Directors of
Women's Radio Programs

WHAT'S INSIDE

LIBRARY
CURRENT SERIAL RECORD

APR 11 1946

U. S. DEPARTMENT OF AGRICULTURE

THE DOWN BEAT.....this is the low production season for milk..
AND THEN THERE WERE NONE...last of war milk controls ended....
CARRY ON!plenty of big birds for more turkey dinners....
ON THE FOOD HORIZON...brighter picture for 1946 food supply...
MEET THE WINNAH!...4-H Contest Awards will be made next week..
AT HOME AND ABROAD...U. S. Big potato crop "fills the bill"...
A SLIP THAT FITS....suggestions in buying slips, bias et al...
DEFROSTING THE FOWL.....how to deal with frozen poultry.....
MIDWESTERN MARKET BASKET....has some good vegetable features..

U. S. Department of Agriculture

PRODUCTION AND MARKETING ADMINISTRATION
5 South Wabash Avenue
Chicago 3, Illinois

5611(S)

THE DOWN-BEAT

Every now and then something startling appears in the news. Last week's item was a threatened milk shortage. Was it somebody yelling "wolf"...or was it the real McCoy? Here are the facts...and let each homemaker judge for herself.

In terms of production, this is a record milk year: 123 billion pounds compared with the previous high of 1942 of over 119 billion pounds.

Billions of pounds of milk...and still there is a shortage and voluntary rationing by the retail milk dealers in many cities. How come? Well, it's easy enough to explain. First of all, this is the season of the year when production hits the bottom of the pail. The peak is May or June...the low is right now in November. By New Year's the milk experts of the Department of Agriculture predict we will be out of the woods...with the pail bubbling again. This seasonal rise and decline is nothing new to our listeners. Between September and January, cows experience their customary "Fall freshening". That is, they have their young, and produce milk to feed them. But the farmer is right in there pitching. The calves are taken away from the mother within 5 days. The milk appears on our doorstep...and the calves get weaned on mashes, commercial feeds and skimmed milk. A tough break for the baby cows, but a quart of milk in the cold part of our refrigerators.

Coupled with this seasonal low is the great acceleration of milk consumption caused by the removal of war-time controls. Such restrictions as WFO 79...limiting consumption of milk and light cream to levels obtained in June, 1943; WFO 8...limiting the amount of milk solids in ice cream; and WFO 13...prohibiting the sale of heavy cream...have been written off the books.

Another drain on that record supply is returning service men who are piling into American ports...home at long last...and celebrating with glass after glass of milk. Well, there just isn't that much milk on tap. The Navy found that out in picking up 20,000 gallons of frozen milk on the West Coast to welcome the fleet on Navy Day.

And a fourth reason for the shortage...incomes are still high and consumers can afford to buy milk.

So the homemaker can readily see what has permitted milk consumption to take a hop, skip and a jump...what it is that is responsible for shortages. But this is the picture as of November and December. Comes the new year, and we'll be on the up-beat again.

* * *

AND THEN THERE WERE NONE

WFO 11, the last of the war emergency milk controls, has been terminated. Its function was to prescribe certain marketing economies. Mainly, it prohibited home delivery of milk in half pints and pints, either cartons or bottles. Termination results from improved conditions in manpower and materials.

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The end of WFO 11 means that milk dealers who have a supply of small cartons or bottles can use them to advantage in the current milk shortage. The milk supply can be stretched if it's ladled out into smaller cartons.

Even so, the request to return your empty bottles...no matter what size they are...is still good.

* * *

CARRY ON!

Thanksgiving is over, but record numbers of turkey will continue to be available. Especially the big birds. Turkey meat production hopped on the bandwagon this year to record a new high of 650 million pounds dressed weight. This is 100 million pounds above 1944, and 300 million pounds above the pre-war average. They came big this year because there was plenty of feed, and a long growing season. The Army snagged the lighter weights because they couldn't get the big birds in the field kitchens.

But don't let size dismay you. The industry is cutting the big turkeys in halves, and smaller portions, and wrapping the pieces in cellophane. This is in case your oven can't accommodate a big fellow.

* * *

ON THE FOOD HORIZON

The U. S. Department of Agriculture presents a comparatively bright picture of the nation's food prospects for next year. It looks now that the total food supply for civilians in 1946 will exceed that of 1944, when the nation consumed a record quantity of food. The Department of Agriculture points out, though that certain items...pork, better grades of beef and veal, butter, margarine, other fats and oils, sugar and canned fish...will still be short.

On the very bright side of the 1946 food ledger are more ice cream, cheese, condensed and evaporated milk, fluid cream, canned vegetables, and fresh and frozen fish. Eggs and fluid milk will continue plentiful in 1946, though the average use per person is likely to be somewhat smaller than this year's record. Supplies of chicken, turkey, fresh fruits and vegetables, frozen and dried fruits, potatoes and sweet potatoes and cereals will probably be about the same next year as this.

Civilian Meat Supply Larger

In estimating the meat supply for next year, the Department forecasts enough to allow each person about 145 to 155 pounds, wholesale dressed weight. This figure compares with 130 pounds this year. We are, however, now eating meat at a record or near record rate. In 1944, civilians bought 150 pounds per person...the highest rate in over 30 years.

This year's total food supply is now estimated to be only slightly smaller than 1944's high. The relatively high total was made possible by reduction in government buying since the end of the war...together.

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with bumper crops and near record livestock production. Most of the expected improvement in civilian food supplies next year will also stem from the cutback in military food requirements. These purchases will drop to a third or a fourth of the 1945 level. Exports and shipments of food in 1946 will continue large if satisfactory financial arrangements are completed.

* * *

MEET THE WINNAH!

A version of the "Home Town Girl Makes Good" story may be coming your way next week.

Around 500 farm girls from 46 states will be in Chicago attending the National 4-H Club Congress. They'll be competing with each other for contest awards in such diverse subjects as clothing, food preparation, canning, home grounds beautifications, dress review, girl's record, leadership, achievement and health. Last year, the girls carried off some of the laurels in the traditionally masculine competition...farm safety.

Dates of the 4-H Club Congress in Chicago are December 1-6. Your State Agricultural Extension Editor will fill your requests for information and will arrange interviews with the winners from your area who are attending the Chicago meeting.

* * *

AT HOME AND ABROAD

This year's potato crop is the second largest in history. Because of good weather and increased yields, there are 50 million bushels more potatoes than are needed for civilian consumption.

When crop reports indicated that the supply of intermediate and late crop potatoes would exceed the amount needed for civilian consumption, the government immediately put into effect various loan, purchase and diversion programs which would support the farmer's market. Potatoes for which no commercial outlet could be found at support price levels were acquired by the government, and diverted from the regular commercial market into other channels. Up to the beginning of November, a little over 7,000 carloads of potatoes had been diverted. Almost half of these carloads was distributed for school lunch programs and to welfare organizations. The rest went to plants for conversion into starch, industrial alcohol and livestock feed.

In addition to these home diversion programs, the USDA has just completed arrangements for sale and distribution of potatoes to foreign countries. The first deal was made with Belgium. The United States is buying from certified dealers and growers one million bushels of late crop potatoes...paying support prices...and selling them to the Belgium government. Right now, boats are anchored at Portland, Maine, loading these surplus spuds. They will reach Belgium in time to offset winter's grim guns.

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U. S. Spuds to Canada

Looking North of the Border, we find our good neighbors, Canada, 14 million bushels short of requirements. Normally, in such a situation, Canada would buy directly from our merchants. If we were short, we would buy from Canadian dealers. But this is a year when normal business is impossible because the Canadian ceiling is less than our combined support price and freight charges. As a result, arrangements have just been completed by the two governments to distribute 4 and a half million bushels of U. S. grown potatoes to Canadian civilians. Our dealers will sell directly to Canadian dealers...with the Canadian government subsidizing the difference between their low ceiling and our price that covers support and freight charges. Nice reciprocal action between neighbor governments, spelling good will and spuds.

A program similar to the Belgium negotiations is being worked out with France. Again, our government will buy 4 and a half million bushels directly from growers and dealers and sell them to the French government at somewhat less than support. Again, we polish off two birds with one stone: we maintain prices for our own growers...and we provide France with a staple food during a critical period when she is patching her torn fields.

All told, this year's potato crop is like manna from the good earth... both at home and abroad.

* * *

A SLIP THAT FITS

While you're advising your listeners to buy only the clothes they need, you'll want to pass along some tips for wise buying. Here are some suggestions from clothing specialists of the U. S. Department of Agriculture on buying a slip.

The well-fitting slip molds smoothly over the bust and under the arms. It fits about the waist and down to the hips. Then it hangs evenly around the lower edge.

Because figures differ, the slip that fits one woman is not necessarily right for another. The fit of a slip depends not only on the size, but also on the way it's designed.

Bias Cut for Slender Figure

For example, the popular bias-cut slip is more likely to fit a slender figure than a stout one. Women with stout figures or large hips usually find straight-cut slips fit them better than the bias-cut models.

Best way to find out whether a slip fits is to try it on. Many stores have fitting rooms in the lingerie department. In trying on a bias-cut slip, the specialists advise the buyer to take special care to get one large enough. Since the bias-cut slip stretches and doesn't feel uncomfortable, there's danger that it may be a smaller size than is really needed. After it's washed, the too-small slip ripples and draws at the seams. And the skirt hangs shorter at center front and back than it does at the sides.

(continued) 611(6)

Whether she's getting a bias-cut or a straight-cut slip, the buyer should check on the length. It should be an even distance from the floor and it should be three-fourths or one inch shorter than the dress all the way round. Many women depend on the straps to take care of any necessary adjustment, but if a slip fits properly it can't be drawn up or let down very much without spoiling the fit.

* * *

DEFROSTING THE FOWL

Here are some welcome suggestions from home economists of the U. S. Department of Agriculture on how to deal with frozen poultry before cooking it.

Because it cooks more evenly and takes less fuel, poultry should be thawed before it's cooked. The homemaker will get good results if she thaws the bird slowly in the refrigerator. A three or four pound bird takes overnight or longer to thaw completely.

It takes less time to thaw the bird at room temperature. Once thawed, poultry is more perishable than meat freshly killed. It must be cooked immediately.

If time is short and the poultry must be thawed or partly thawed, a moderate temperature should be used. It's a mistake to speed things up by using high heat. Temperature higher than moderate will shrink and toughen the meat. It's best to allow extra time so the meat will thaw and cook done all the way through.

Whether the meat is thawed in the refrigerator...at room temperature, or while cooking...don't soak the frozen poultry in water. Soaking causes reckless loss of good juice. The best advice is to allow enough time for thawing, no matter what method is used.

* * *

MIDWESTERN MARKET BASKET

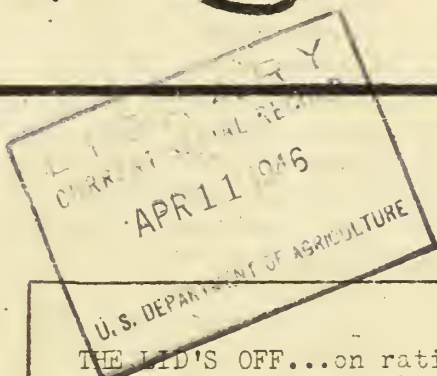
Despite the fact that winter winds have started to blow in earnest, a good selection of fresh vegetables is available at most Midwest food stands at the present time. One of the newer features is green beans, which are being shipped in liberal supply from Florida growing districts. The prices are edging a little lower on this commodity. Celery continues in rather plentiful supply for the relish tray, with some of the better buys offered in the green Pascal type. Cabbage remains a reasonably priced item, and homemakers on average budgets will want to continue featuring beets and Irish potatoes on menu plans. Sweet potatoes are in moderate to liberal supply, with slightly higher prices prevailing. Cucumbers, tomatoes, and head lettuce are in light supply for the most part, and high prices are the general rule on this trio right now. Spinach and other greens are increasing in supply and represent an item for the average cost budget.

At the fruit counters during the past week, the removal of wholesale ceiling prices on citrus fruit was followed by sharp advances in price, especially on California oranges and Texas pink grapefruit. It's still a little too early to tell what will eventually take place in citrus prices. Table grapes, winter pears, and apples are the main commodities available.



Radio Round-up

A weekly service for Directors of
Women's Radio Programs



WHAT'S INSIDE

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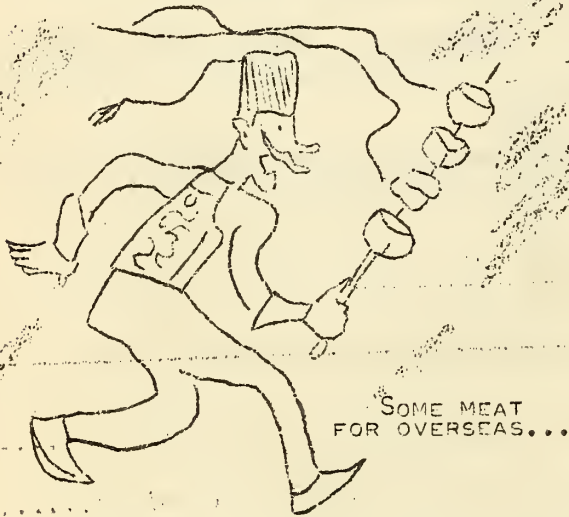
MIDWESTERN MARKET BASKET...good things to eat in fresh foods..

U. S. Department of Agriculture

PRODUCTION AND MARKETING ADMINISTRATION
5 South Wabash Avenue.
Chicago 3, Illinois

THE LID'S OFF

If these were normal times, the end of meat, canned fish, and fats and oils rationing would be something to celebrate. No one will deny that those ration books and little red tokens were a lot of bother. But these are not normal times...so it's hard to blow whistles and toss confetti, and rejoice in general. Millions of people the world over are suffering from malnutrition. Many of them are doomed to die of starvation.



Fortunately, the lifting of rationing of all foodstuffs except sugar will not affect our commitments to make available 30 million pounds of beef, veal and lamb weekly for sale to foreign governments. There is no intention to renege on the President's promise to ship the maximum amount of food to allied and liberated countries... those who pay for it directly, and those served by UNRRA. Meat for foreign shipment is obtained through government set-asides for beef, veal, and mutton...and these set-asides will remain in effect.

Secretary Anderson assures the nation that the amount of meat left for domestic consumption will be more than adequate. For the month of December it is estimated that supplies available to U. S. civilians will be at an annual rate of about 165 pounds per capita. This will drop to about 155 pounds for the first quarter of 1946. Even if we should supply UNRRA an extra allotment of a hundred million pounds per month, and set aside slightly more than that for sale to foreign countries, the supply would still be at a rate of around 150 pounds per capita in this country.

1946 Meat Supplies Adequate

After the winter slaughtering is over, the Department of Agriculture estimates show a drop to 142 pounds for the second quarter of 1946 and 140 pounds for the third quarter. The 1935-39 average annual consumption rate was 126 pounds. By the last quarter of 1946 our meat supply is expected to climb above 160 pounds per person after deducting supplies for foreign shipment. And this totals a lot more meat than the 150 pounds per capita in 1944 when meat rationing was largely suspended for part of the year, and a very high level of consumer buying power prevailed.

This over-all adequacy of meat supplies does not assure sufficient pork products or choice steaks and roasts. With the rationing lid lifted, it is likely that consumers who were short on red points and long on green backs will be Johnny-on-the-spot for the bestest and the mostest. That's when the scramble starts...that's when you trudge from store to store. That's when you might look back and think that the rationing system had its good points.

At any rate, hold on to your ration books...don't turn them into confetti yet. They'll come in handy for sugar.

"A ROSE AMONG ROOTS"

What is there about an onion that is so desirable? What is it that commends it to you and your neighbor? How come so many victory gardens were dedicated to a host of scallions, swaying and bending in the breeze?

The answer is the same...there's flavor in an onion. And there's nothing that can pinch-hit for its special kind of flavor. It has a tang that can spike the most prosaic dish. Whip up an omelet, and what do you have? You have an omelet. But mince an onion into it...and you have a thing apart.

So it's good news, indeed, to learn that the supply of onions is plentiful...with moderate prices prevailing. The onions we find in the stores were harvested in the fall and held in storage for just this moment. There are the yellow, medium-sized onions that are medium pungent. These hail from Minnesota, Wisconsin, Iowa and points east. Then there are the Sweet Spanish... large and mild...perfect with hamburgers. They find their way into the nation's markets from onion fields in Colorado, Utah, Idaho and Oregon.



"A ROSE AMONG ROOTS"

Buying Tips

To determine a good onion you don't have to be a "pincher." Good quality is judged by looking. If onions are bright, clean, hard, well-shaped, dry-skinned...that's your onion. If, however, they seem moist around the neck, decay is setting in. The outer scales or the scales in the center of the bulb are the first to go. If they have strange shapes, known as plits or doubles and bottle necks, don't reject them. Deformities are only objectionable if they cause waste.

As for storage, the soundest advice is...if you don't have a dry, cool, dark corner, just buy the amount you need at the moment. Otherwise they might grow whiskers and go soft in the middle.

The English poet, Robert Louis Stevenson, refers to the onion as the "Rose among roots," the "Poetic soul of the salad bowl." He's dead right. On the other hand, One-Will Shakespeare denies onions on the ground that they violate sweet breath.

To have or not to have...that is the question!

* * *

CHICKEN IN EVERY POT

From the looks of it now, it appears that the number of chicks hatched this year may equal or exceed the record hatch of 1943. The number of chicks on order November 1 for later delivery was 28 percent larger than the number on order November 1, 1944. All sections of the country showed increased bookings...except the New England states which is a feed deficit area.

Output of chicks during October was estimated at over 41 million, the highest October output on record...43 percent larger than the number hatched during October of 1944...and 5 percent above the previous October record of over 39 million baby chicks in October 1943. This means that, with the appearance of January and February of the new year, there may be a heavy supply of fryers and broilers. This will add to the quantity of meat chickens in the spring season when marketings are normally small.

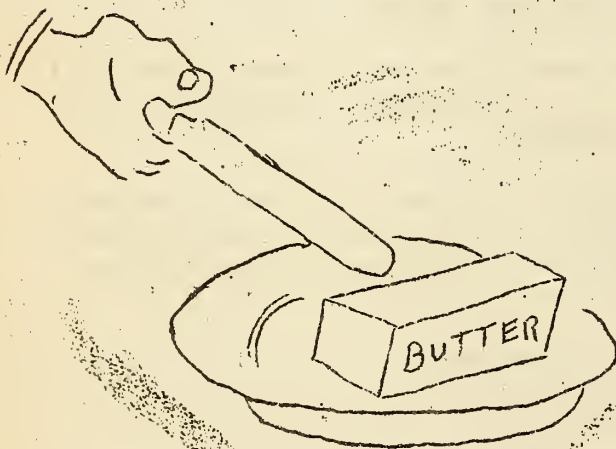
However, homemakers who have pulled through the war years with hardly a chicken on the horizon should not be fased by the prospect of having more chicken than usual. It's just a matter of changing the tune of chicken every Sunday (when you could get it)...to chicken as often as the family can take it.

* * *

POINT, BUT NOT FANCY-FREE

Fats and oils may be point-free, but this does not mean the end of the Fat Salvage Program. Fats and oils are far from abundant. Nor is there any immediate prospect of improvement in supply. Butter will remain relatively scarce, especially since this is the low production ebb of the year. Many homemakers are already finding butter and oleomargarine hard to come by. And many stores are setting up an informal rationing system of their own.

The U. S. Department of Agriculture will continue to limit the use of fats and oils by industrial users such as bakeries and institutions. Manufacturers of shortening, margarine, salad oil, and other products will continue to operate under existing quota limitations. Also, meat dealers will continue to pay up to four cents a pound for used fats.



...EASY ON THE BUTTER THERE!...

At this point it is natural for the 64 dollar question to pop up: "Then why did the government cut fats and oils off the ration list?" Briefly, here's the answer. Since fats and oils and meat shared the same ration book, the continuation of fats and oils rationing would have required a completely new rationing system. This would have involved re-registration of more than 500,000 industrial and institutional users... and the possible issuance of new ration books. It seemed much simpler to end formal rationing and institute informal control at the store level.

Early 1946 Supplies Below Pre-war

December supplies of fats and oils are expected to be at an annual rate of 50 pounds per capita. This compares with an average prewar

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consumption of 48 pounds. For the first and second quarter of 1946, per person civilian supplies of fats and oils are expected to be at the annual rate of about 45 pounds...nearly 10 percent below the prewar rate.

These estimates will enable the government to export the fats and oils needed for essential relief in war-torn countries. Every effort is being made to obtain all the vegetable oils possible from recently liberated far eastern areas.

The end of rationing will increase the tendency to scurry for what is available. Until supplies of fats and oils improve, it is vital to remember that normal buying will help the situation. Binge buying will only upset the fat cart. So buy as you need...and keep the fat cart on an even keel.

* * *

IT'S UP TO US

Now that we are ankle high in holiday spirits, with Thanksgiving down and Christmas to go...with only sugar and tire coupons to fret about... now seems time to stop a moment and think about American food, and how it can become one of the world's most powerful forces.

Here in America we have enough food for ourselves and some to spare for our allies. It is up to us to use this precious horn of plenty to clinch victory into peace. Every time we read about Europe, we read that millions are starving. This is her first peacetime winter in 7 years. It is also her grimmest. Somehow there was food during the war. Now there is little or none in many places. They look to America.



...TIME TO REFLECT ON THE
CHRISTMAS SPIRIT...

Our allies need about 1 billion, 300 million pounds of meat next year. How much do you think this amounts to per person? Actually, less than 10 pounds per person. It doesn't seem much to spare, does it? Just enough to provide us a couple of hamburgers a week. After we've sent this meat abroad, we ourselves will be eating about 155 pounds per head during the first quarter of 1946...21 more pounds than we ate in prewar years. It's not a great sacrifice, do you think?

Four points should be remembered about the food situation. First... we have enough food for ourselves and enough to take the edge off of starvation in liberated countries.

Second...we are not doing the whole job of feeding the United Nations. These nations are helping themselves too. Naturally, they need help. Canada, Australia, New Zealand and several South American and Caribbean countries are also supplying food to liberated nations.

Third...we are not playing Santa Claus. By far the largest part of this food we are now sending abroad is going to nations who are paying for it.

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And last...American food, by helping to banish hunger and unrest, can be one of the most powerful forces in the world for crystallizing victory into peace. Let's do more than dream of a "White Christmas" this year.

* * *

PLANNED CANNING

No question about it...wartime food needs taught the women of the United States new tricks in putting up food for home use. These up-to-date practices are high-lighted in an Extension Service review of the canning records of nearly two-and-a-half million American families.



Today's homemaker cans with a plan. She figures how many jars of each kind of vegetable the family will need for well-balanced meals during the months when fresh produce from the garden is not available. Then she sets up her canning budget to meet the family's nutrition requirements.

...SHE CANNED WITH A PLAN...

In Missouri, for example, a food habit survey showed that meals were often lacking in tomatoes and green and yellow vegetables. So when Missouri homemakers filled their canning budgets...more than 22 thousand of them put up 30 quarts of tomatoes for each member of the family. More than 32 thousand of them put up enough green and yellow vegetables to have greens once a week and some other foods from the green-and-yellow group each day of the year.

During the war, homemakers learned to put up food in a variety of ways...by canning, freezing, drying and storing. They also learned to put up a variety of foods. In Mississippi, they canned pecans. In the Coastal States they put up fish by canning, smoking and salting it. In Arkansas, they put up more than 17 thousand pounds of American cheese.

Homemakers of this country not only put up food for the home front... they also sent their home canned products over the seven seas. Typical of this is an Indiana community where the homemakers did their canning in a group. Thirty-one boys who were overseas received a box packed with a can of chicken, a can of fruit cake, popcorn, and the best wishes of the folks at home.

* * *

Baked Squash for Flavorful Meals: A trickle of molasses or a sprinkle of brown sugar on squash squares or halves adds zestful flavor to any meal. Some folks like a dash of spice, cinnamon, nutmeg or paprika. Others prefer crisp sausage patties along with the squash...but whatever the added flavor, good squash is best when baked. Hubbard, Acorn, and Marblehead are winter squashes available on Midwest markets.

* * *

ANDERSON: Comment on Fat Salvage:

Secretary Anderson this week urged American home-makers to continue their fat salvage efforts as an aid to reconversion.

"It is just as important now as when fats and oils were rationed to save and turn in every bit of used kitchen fat," the Secretary said. "Used fats continue to be one of our most important sources of supply for the manufacture of soap and for other industrial uses. It may be many months before we can obtain adequate supplies of imported fats and oils for these uses. In the meantime, every housewife can help to prevent soap shortages by turning in her used kitchen fats and dealers can help by continuing collections."

POULTRY FACT SHEET ENCLOSED

Chickens --- except broilers and fryers weighing under $2\frac{1}{2}$ pounds, dressed --- and heavy tom turkeys -- are on the U. S. Department of Agriculture's list of plentiful foods for December. We thought you broadcasters might get some suggestions for your listeners from the "Consumer Fact Sheet on Poultry" which is enclosed. Although prepared in November, it is timely for use this month, with one or two alterations. Please eliminate point six on Page 2, and "Thanksgiving" in the last paragraph on Page 2; and on Page 3, substitute for the third sentence under "Abundance in Market" the following: "Turkeys are the young roasting type...most abundant and economical in the markets are the heavier young toms weighing sixteen pounds and over."

* * *

SOUP FOR WINTER MEALS

Soups on the stove for many a hot nourishing appetizer course or main part of a meal during cold weather days. Soups are handy in the busy pre-holiday season. You'll want to prepare them carefully, though, using a recipe or plan...they should not always be made from a mixture of left-overs. Soups are thrifty and quite easy to make, and offer many possibilities for variety. They give warmth and interest to an otherwise cold meal or cold-packed lunch.

Soups made with meat stocks enable the homemaker to save all the food values of smaller bits of meat and meat bones. And broth from canned meats or roasts can be used to add flavor to soups. Then a wide variety of cereals or vegetables can be added to the meat stock basis to make many kinds of soups. Celery and green peppers offer interesting flavor, and these vegetables are in good supply at Midwest markets. Dry peas make a

very nourishing soup, and this item is in plentiful supply. By all means, soup should be given eye appeal. Small quantities of canned tomatoes can be used in bean, split pea, and vegetable soups. Or small chunks of split frankfurters can be added to split pea or lima bean soups...or a touch of paprika on cream soups. Very small strips of raw or cooked carrots added to most thick soups improve their appearance. The best flavored soup will be passed up unless it looks good...and the most important factor in the appeal of a soup is that it be served hot.

Creamed soups are real friends to the homemaker who has difficulty in getting her family to use enough milk. They also permit her to make good use of the outer leaves of celery and the less tender celery stalks, the outer leaves of cauliflower, and other less choice vegetables.

* * *

MIDWESTERN MARKET BASKET

Christmas evergreens supply an appropriate background for the still varied assortments of fruits and vegetables on hand at Midwest markets this week. More and more of our fresh produce is from producing areas in the South and West. This week, for instance, generally liberal supplies of celery, mostly from California, and green peppers from the South are featured items for the relish tray. In most markets, price tags have been marked down on these two commodities to pretty reasonable levels. Also, eggplant has been selling at much more attractive prices and is even classed among the best buys in one or two markets. For a real specialty, the eggplant can be scalloped with tomatoes, with green pepper and onion for extra flavor. Moderate to liberal supplies of snap beans grown under the Southern sun are coming in to supply interest to winter-time meals in the North. Prices range from reasonable to moderate, and there is considerable variation in quality. Also new green cabbage is making its first appearance of the season to supplement homegrown supplies. It is, of course, selling for a higher price than the old crop cabbage.

December meals would hardly be complete without some energy foods like Irish and sweet potatoes and parsnips, and the desirable flavor of onions. Adequate quantities of these vegetables are on deck at prices within reach of the average budget. Moderate quantities of cauliflower are still available at not too high a cost. Curly spinach is reported as the outstanding buy on the Cincinnati market, and plentiful supplies of homegrown spinach are still on hand at St. Louis. Spinach is in light to moderate supply in other areas. Head lettuce is in light supply also, with prices pegged at ceiling, and tomatoes and cucumbers are among the higher cost items.

Tangerine shipments are getting under way, but prices are high on this "kid-glove" orange. The smaller sizes of white grapefruit and oranges are the better buys in citrus fruits. Table grapes, principally red Emperor grapes, are in moderate to liberal supply at ceiling prices. Treats around winter pears will likely center around the D'Anjou and Bosc varieties. The D'Anjou is increasing in supply, ..it's an all-purpose pear, large and chunky, creamy yellow in color and fairly juicy. Lemons and pineapples command rather high prices, and the moderate supplies of apples offered throughout the region are bringing the ceiling,

* * *

JAN 1

U. S. DEPARTMENT OF AGRICULTURE



Radio Round-up

A weekly service for Directors of
Women's Radio Programs

SECOND CALL

As announced last week, we are circularizing our RADIO ROUND-Up mailing list, a yearly duty required by law... so this is a gentle reminder to you broadcasters, and others, who have not yet signed, sealed, and delivered the following blank.

If we do not receive a reply from you within thirty days, we will have to drop your name from our mailing list. Send your reply to: Information Service, Production and Marketing Administration, 5 South Wabash Avenue, Chicago 3, Illinois.

NAME _____ TITLE _____

STATION _____ ADDRESS _____

CITY _____ ZONE _____ STATE _____

PROGRAM _____ TIME _____ DAYS _____

We would appreciate your comments and suggestions for a more helpful ROUND-UP!

U. S. Department of Agriculture

PRODUCTION AND MARKETING ADMINISTRATION
5 South Wabash Avenue
Chicago 3, Illinois

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IN THIS ISSUE

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ALL-AMERICAN TEAM...pork products combine with plenty of kraut.

MIDWESTERN MARKET BASKET...fresh fruit and vegetable supplies..

MIDSHIFT INSTEAD OF MAKESHIFT

From the textile mills in the South...the manufacturing plants in the Northeast...the steel mills in Pittsburgh...the auto pulse in Detroit...and the aircraft plants of the West...from all over, wherever workers work, and eat where they work, have come letters in praise of in-plant feeding. In-plant feeding, in case you haven't heard this particular phrase, is the snappy way that management, labor, and government have of referring to food-on-the-job.

The theme of the letters is the same: less accidents, a smaller labor turnover, and less absenteeism...more production, better management-labor relations, and improved health and morale...all this, and more too, because of the war-inspired in-plant feeding program undertaken by so many of the nation's plants. But like a great many war-born, war-carried programs, industrial feeding is not heading for the exit sign now that the war is over. In-plant feeding is not a straw in the wind. It was not a war-time expedient. The knowledge of balanced, healthy meals is not something that occurs in cycles. It's not something that develops for five years, then passes out of the picture during the next five. Like nylons, and red meat and baseball, it's here to stay.

Workers Want the Basic Seven

Workers have learned the importance of balanced meals. They have learned new eating habits. And they have taken this new knowledge out of plant cafeterias into their own homes. They learned that a meal that paid dividends included meat, potatoes, a green or yellow vegetable, salad and milk. If they came home to an unbalanced meal loaded with starches and fats, they'd say: "It's filling... but is it the Basic Seven?" At the plant cafeteria, workers were accustomed to a special plate that synchronized the Basic Seven and filled them full of vim, vigor, and vitality. And the homemaker listened and learned.



"HO HUM! DIDN'T GET MY BASIC SEVEN TODAY...."

You can see how a program like in-plant feeding gets in the groove. Workers want it. Management is full of praise. Even homemakers have been able to learn some pointers.

The cards say that in-plant feeding is here to stay. And it looks like the cards won't lie.

* * *

UNDER THE WING

Lift up the wing of your turkey, and what should you find? Pin feathers? Nope. Guess again. There you have it...a grade label. It reads U. S. grade A, B, or C. It gives you your best clue to the external quality of the bird you are buying.

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Turkey inspection and grading started back in 1932. Like all USDA inspection and grading it was furnished at the request of the turkey industry. The volume was small...say about 500,000 pounds that first year...and primarily at the terminal markets.



In 1933, the government began to get requests from processors at country points. These grew and grew until by the time war was declared, ten percent of the total crop was being inspected and graded. Although this was a substantial increase over the 1932 figure...it was still far short of the number of turkeys that could have been given the federal once-over.

Wartime Inspection for Army

"IT'S SMART TO GET
THE BIRD YOU PAY FOR!"

During the war, commercial inspection and grading practically ceased. The service was extended to the armed services and all the birds that went to war had their own special kind of "dog-tag." Now that the war is over, commercial interests are again using this government service. A resident grader is assigned to a plant. He remains there while the turkeys are being dressed and packed. He grades for external appearance only, which includes shape, plumpness and condition of skin and tucks his A, B, or C under the wing.

If the bird is eviscerated, the government examiner inspects for condition and wholesomeness. The legend which indicates this type of inspection reads: "Inspected for wholesomeness, U. S. Department of Agriculture, plant number, whatever it is." This appears on the wrapper in which the bird is packed. Some birds will carry both legends, depending upon the type of service that the plant desires.

So...when you observe the A, B, or C legend in the web of the wing, you have an official decision on the quality and wholesomeness of the bird you are buying.

* * *

BLANKET BUYING TACTICS

The big package under the Christmas tree -- the one all tied up with satin ribbons -- is very likely Mom's practical present to the bride in the family. It's a blanket. Mom got the best one she could buy for the money. And here's how textile specialists of the U. S. Department of Agriculture describe Mom's blanket buying tactics.

First, Mom looked at the label. It told her how much wool there was in the blanket and whether the wool was new, reused or reprocessed. Mom bought the blanket with the biggest percentage of wool in her price range. She knew that the more wool it contained, the warmer the blanket.

Mom judged the quality of wool in the blanket by holding the blanket up to the light. She looked carefully at the weave, and she chose a close, even weave. Next, Mom examined the nap. She wanted a thick, soft nap,

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and one that was firmly anchored in the foundation of the yarn. Otherwise, the nap will pull out and roll up in little balls of lint that will shake off when the blanket is used.

Then Mom made sure the blanket was cut the straight way of the goods. She checked on this by holding the end of the blanket to the light and seeing that the end ran parallel with filling threads.

Finally, Mom bought a blanket that was long enough. She measured the length and depth of the mattress and added six inches for turning under. That was the size of the blanket she bought. A long blanket is likely to wear better than a short one because it isn't subjected to tugs and pulls that strain even the strongest blankets.

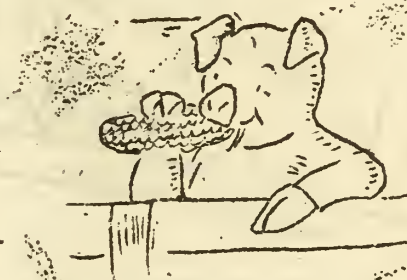
Mom thought about color last of all...because she knew that warmth and durability are the important factors in a blanket. If she could find those two qualities, she felt sure she could find a color that was pleasing. And of course she did.

* * *

TO MARKET, TO MARKET

By Christmas there will be more fresh pork. Later on, the cured pork products...hams, bacon, and shoulders...will be coming through.

This is good news, but nothing unusual in the matter of hog marketing. Winter is upon us. Farmers have completed their field work and are turning their attention to hog marketing. Heavy marketing started right after Thanksgiving and will continue fairly heavy until the holiday lull. Afterwards, marketings are expected to increase and will probably reach their peak about the second or third week in January. ...



TO MARKET, TO MARKET!
TO BUY A FAT PIG.....!

A factor that held back this year's marketing was that there was a lot of soft corn available, and hogs were held over to eat up this corn. As a result, they are coming to market heavier than usual.

Naturally, all these conditions add up to one thing in the homemaker's inner eye...and that is increased supplies of pork products. But don't get too excited. This doesn't mean slabs of bacon as far as the eye can reach, or hams without end. You will notice an increase in pork supplies, but quite a bit of this meat has already been promised to Europe. The government is behind in its commitments for foreign sales and this is a good time to catch up.

* * *

CHRISTMAS DECORATIONS: -- Want to know how we came to use holly and other plants as Christmas decorations? The custom is very old...it is believed to trace back to the old Teutonic practice of hanging the interior of dwellings with evergreens, as a winter-weather refuge for spirits of the woods.

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NUTRITION NARRATIVE

Have you wondered what gains we have made in nutrition during the past war years? Well, we've not only maintained our nutritional level, but we have improved our position considerably. This was the statement of Faith Clark, Food Economist in the USDA Bureau of Human Nutrition and Home Economics, at an Agricultural Conference just ending in Washington.

In general, we made those gains because we ate more meat, milk, poultry, eggs, citrus fruit and green and yellow vegetables than in the pre-war years, 1935-39, and because of the enrichment program for flour and bread. Miss Clark said that, as for calories, the level has varied from 3 to 7 percent above the pre-war period. There has been a fairly consistent upward trend for calcium and protein because of the larger supplies of milk available.



...MORE AND BETTER FOOD
FOR HEALTH...

Good Nutrition in 1946

If present agricultural plans materialize, the nutrition level of our people will be as high next year as in 1945...higher, in fact, in several food values than for any year on record. Per capita supplies of meat, fat, sugar, ice cream, cheese, condensed and evaporated milk, fluid cream, canned fruits and vegetables and fresh and frozen fish are expected to increase.

Just how adequate is our national diet? Miss Clark said the amounts of calories, protein, minerals and vitamins available in our national food supply exceed the recommendations of the National Research Council. However, Miss Clark pointed out that national per capita food averages don't tell the whole story. Too little is known of the waste of food in the marketing process and later in the preparation at home. Even for the higher income families there is need for additional improvement in diets.

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For example, last fall the Bureau of Labor Statistics made a nationwide survey of the food consumption of urban families. If all of those families with incomes of \$4,000 or over had eaten the quantities of food suggested in moderate cost food plans of the Bureau of Human Nutrition and Home Economics, they would have consumed a third more milk, a tenth more fruit and vegetables, and 5 percent more eggs. The diets of families in the lower income groups are particularly in need of improvement,

Miss Clark concluded that we need to continue to strengthen our nutrition education so that more people will understand the importance of food to health. When you point out to your listeners how they can make the best possible choice of foods within their means, and when you tell them how to prepare that food so that it loses as little food value as possible, you are helping with much needed nutrition education.

* * *

BAGGING THE SUGAR

Sugar allocations for U. S. civilians during the first three months of 1946 will be the same as the amount distributed for use during the last three months of this year. And there will be no change in sugar rationing for individuals or industrial use during the first quarter of 1946.

Because the world supply of sugar in 1946 is expected to be about the same as in 1945, there is little likelihood of sugar becoming ration-free for some time. It's true that world production may increase, but carry-over stocks have been so reduced that there is less to draw upon than in the past. Some areas, particularly the Philippines, which normally supply close to a million tons of sugar a year to the United States, must rebuild production capacity before sizeable amounts will again be available. No sugar is expected from this source in 1946. Shipments of sugar to the United States from the Caribbean area in the first three months of next year are expected to be substantially lower than the usual rate because year-end stocks in that area are extremely low. The new crop will not begin to move in volume before March. The only area where there are substantial sugar stocks is Java, and so far none have been shipped from that island because of the internal situation.

For the calendar year 1945, civilians will average about 72 pounds of sugar for all uses. This compares with 89 pounds last year, and about 96 pounds in the pre-war period.

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ALL-AMERICAN TEAM

Hand in hand with the season for hog marketing is the bumper packing season for kraut canners. It's something like a trigger-timed football game...pork takes the ball...makes a perfect pass to kraut...kraut carries the pigskin for a touchdown...and thousands cheer.

But to get back to the score, the year's pack of at least 210,700 tons of cabbage is almost double last year's, and far ahead of the 1934-43 average.

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Aiding and abetting the kraut canners this time is the unlimited amount of tin which has been placed at their disposal. This will be of considerable help in utilizing the bumper crop of cabbage this season. The kraut will team up in many excellent main course dishes to fill in the pre-holiday lull.

MIDWESTERN MARKET BASKET

Green is the color of Christmas time... and in addition to the mixed Christmas greens, wreaths, and trees that come into prominence at this season... nutrition-wise homemakers will be spotlighting the edible greens... spinach, mustard, kale, turnip tops, and collards... which are in good supply at Midwestern markets at the present time. They're selling at quite attractive prices, too.

Although spinach is the most popular and most available, there are other greens with which everyone should get acquainted. These include the plume-like mustard greens with their folded and ruffled leaves and glossy surface... the light or medium green turnip leaves... and the broad crinkled leaves of kale which are like cabbage but do not grow into a head. Collards, too, are much like cabbage before it has reached the heading stage.

New green cabbage is adding its "green" to the food stands, making for a liberal supply of this popular American vegetable. It's very moderately priced, although a little higher than the Midwestern grown stock. Red cabbage is available on some markets to provide color contrast.

A good variety of vegetables can be had for the relish tray. Liberal supplies of celery are selling at generally moderate prices. Either the white Goldenheart or the green Pascal celery will contrast admirably with some of the red button radishes from the South, which are reasonable in price, and the flavorful Louisiana shallots, which are wearing more attractive price tags than formerly. Western carrots, while mostly at ceiling, can also be included on appetizer platters or raw in salads. There are also moderate to liberal supplies of green peppers offered at rather moderate cost... and they're another excellent item to serve raw as garnishes or relishes, or stuffed in main course dishes.

Homemakers will not want to pass by the energy vegetables at this season, either, and these are in the reasonable to moderate price class for the most part. Since grocery bins are full of sweet and Irish potatoes, this duet deserves an important place on menu plans... with beets, parsnips, turnips, and rutabagas coming in for occasional interest. Head lettuce, tomatoes and cucumbers are in rather light supply at most Midwest food counters, and rather high prices prevail.

In the fruit department, there has been some decline in prices of grapefruit and oranges following the sharp increase which took place after the removal of ceiling restrictions. This is particularly true of Texas white grapefruit and Florida and Texas oranges, which are the best buys in this line. Tangerine shipments are increasing, but prices are at a rather high level. A good supply of tangerines is in view for the holiday season, as the Florida crop is estimated to be the second largest on record. Grapes, apples, and winter pears compose the principal selection of other fruits available, and prices on these are pegged at ceiling levels.

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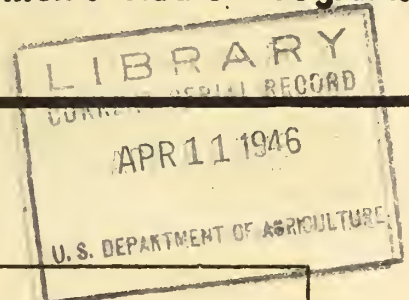
No. 182
December 14, 1945



Radio Round-up

A weekly service for Directors of
Women's Radio Programs

WHAT'S INSIDE



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CANDIDATES FOR THE NUT BOWL..pecans, walnuts, filberts, almonds
AVAILABLE FISH SUPPLIES..are generally ample at local markets..
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U. S. Department of Agriculture

PRODUCTION AND MARKETING ADMINISTRATION
5 South Wabash Avenue
Chicago 3, Illinois

6698(8)

HIGHLIGHTING CHRISTMAS

The decorated Christmas tree is an integral part of holiday celebrations in most American homes. And producers are doing all they can to meet the demand for trees this season despite labor and transportation difficulties.

The love of trees and the custom of bringing green boughs into the house played a role in ancient pagan rites. Although early Christian churches frowned upon such pagan fancies, the ceremonial use of trees did not die. Since the era of Christianity, the Christmas tree has become a symbol of hope, life and merriment. There's even a legend that explains why the balsam fir might be so popular at Christmas. Tradition has it that the Lord sent his three messengers...Faith, Hope and Love...to seek a tree as high as Faith, as eternal as Hope, and as widespread as Love, and which bore the sign of the cross on every bough. They chose the balsam fir.



Millions of Trees for Market

It's pretty hard to give a definite figure on the amount of Christmas trees used every year in this country because so many trees come from privately owned forest land or farm woodlots. But somewhere between 10 and 15 million is the estimated number. About half of these come from the Pacific Northwest...Montana, Idaho, Washington, and Oregon. The Lake states, New England states and Canada account for a good part of the balance.

...CHRISTMAS TREE MAGIC... The center of the Christmas tree market lies in the big cities of the East. New York City and the New England states use several million trees annually...mostly from privately owned New England forests. The large cities of the Middle West get their trees from Michigan, Wisconsin and Minnesota, some from the Far West and some from local farm woodlots. In the South, where pine trees grow very rapidly, folks derive their Christmas greens from local sources. The West draws a lot of trees from National Forest land. Trees from these nationally owned forests are marketed by the Forest Service and sold under special-use permits so that the cutting will be done without harm to future forest crops. Canadian trees are also in large Eastern and Midwest cities.

Firs and Spruces Popular

Although practically all evergreens can be used as Christmas trees, firs and spruces are the most popular. The Northeastern and Lake states strongly favor balsam fir because of the pyramidal shape of this tree and the fairly rigid branches which are well adapted to supporting lights and ornaments. The balsam fir retains its lustrous dark green needles longer than most species and lends itself well to transportation. In the South, the Fraser fir figures as a popular choice. In Colorado and other Rocky Mountain states, fir is abundant, but grows at high altitudes and is

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difficult to get out. So Lodgepole Pine, Douglas fir from the lower ranges and occasionally the Englemann Spruce are more frequently used. On the Pacific Coast, the Douglas fir is the principal Christmas tree.

As for preserving the Christmas tree...keep it in a cool, damp storage place until it is to be decorated. Trees that have lost a great amount of their moisture will rapidly shed their needles when taken into dry heated rooms. Moisture loss can be retarded by waxing the cut end, or more simply, by placing the tree in water.

* * *

CANDIDATES FOR THE NUT BOWL

The second largest crop of domestic tree nuts...pecans, English walnuts, almonds, and filberts...some 328 million pounds, are moving to and off the market at a rapid rate. Demand has been good due to high consumer purchasing power, and to the fact that the heaviest purchases are ordinarily made during the holiday season.

In addition to the domestic tree nuts, there are liberal quantities of almonds and filberts from the Mediterranean area and some cashews from India. Very few Brazil nuts are appearing though all wartime restrictions on imports are removed.

As for prices...the domestic nuts are at ceiling...which at the retail level is the same as last year. It's true that the prices of nuts are higher than in pre-war years, but overhead costs have increased too. The cost of materials, labor to care for the trees, harvesting, cost of grading, packing and shelling are all in line with present conditions.

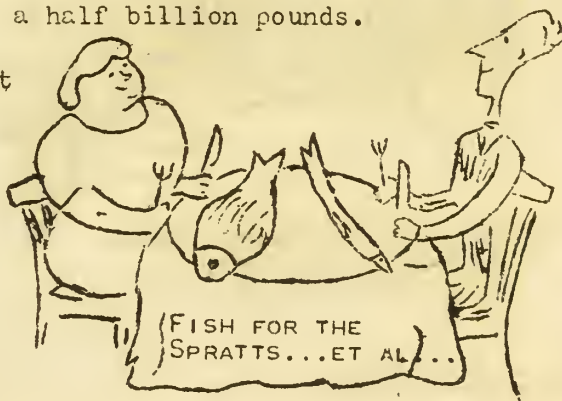
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AVAILABLE FISH SUPPLIES

Most of the fishing vessels taken over by the government during the war are at work again for industry. And it looks now that the yield of fishery products for 1945 will average the production during the five years preceding the war...or about four and a half billion pounds.

This total is slightly below that of last year because the catch of pilchards or California sardines, which accounts for almost a fourth of the U. S. catch, is smaller.

However, if you're looking for fresh and frozen fish, chances are you'll find your local market pretty well supplied. Major ports of New England have handled more fish this year than at any time since the beginning of the war...and nearly a million pounds over last year at this time. Shipments of New England cod, scollops, haddock, flounder, and lobsters are being distributed as far West as the Rocky Mountain states.



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Pacific Fish for Midwest Markets

As for the West Coast, receipts of halibut, rockfish, flounder, salmon and sablefish at Seattle are up a third over last year. Shipments from this port go chiefly to the Pacific Coast and large middle western consuming areas. Salmon and halibut from this area are commonly marketed in large eastern cities.

Landings of fresh and saltwater fish in the Gulf of Mexico area are up 15 percent over last year...only the oyster haul has declined. In the Chesapeake Bay area there has also been a gain.

In contrast to the upward trend of the fresh fish trade, canned fish output will fall behind 1944. Increases in the pilchard and tuna packs were not great enough to offset declines in salmon, mackerel and Maine sardines. And while shrimp receipts are average, the canned pack is only a third of last year's. However, with smaller military requirements for canned fish products, the homemaker will still notice better supplies than last year.

* * *

MARKET NEWS SERVICE HAS ANNIVERSARY

It was a great day when Alexander Graham Bell picked up the phone and shouted the first immortal words into the receiver. It was also a great day, on December 15, 1920, when the first market news broadcast went out over the short wave in code. Not the kind of code that our Army managed to break in the early days of the Jap war, but a code dot and dash report that was picked up by the so-called "hams" who wondered what was up. They translated the dots and dashes into English and discovered it was all about the price and quantity of strawberries, potatoes and such.



...SUPPLIES OF FRESH PRODUCE
IMPORTANT IN MAKING
PRACTICAL MENUS....

So successful were these pioneer broadcasts that plans were outlined to cover this news on a nation-wide scale. Mid-June of the following year, 1921, found 31 states receiving market information for the benefit of those who produce, buy or sell farm products.

Today, daily reports are issued by offices located in the major producing and distributing centers. The service includes movement, market supplies, quality and price trends, and quotations on a wide variety of commodities.

Aid to Homemaker

The market news man, even though the homemaker may not know it, is one of her most trusted leg-men. He's the one who's up before the dawn walking through the wholesale markets with his pad, making terse notes of supply,

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price and quality of various fruits and vegetables in the market. This report is immediately communicated to farmers and homemakers by means of press, radio, telephone and mail. It is in this way that the homemaker is kept informed of what foods are in plentiful supply in her local market, and what the best buy happens to be...a daily double service that is hard to beat.

These daily news reports help growers distribute fruits and vegetables more or less evenly throughout the markets of the nation. Processors use this report to find out where they may obtain the produce they need for operation of their plants. Railroads and truckers contribute their share to orderly marketing by routing the fresh fruits and vegetables to areas where the food is needed most. And when it comes right down to the home front, the homemaker comes in for her dividend. Even before she appears on the market scene she knows what's plentiful and its relative cost.

For accurate, unbiased and rapid market reporting, the market news men have a corner on the market.

* * *

THERE'S A RUB TO IT

A good towel deserves good care especially in these days when the cost is so high. Homemakers who are lucky to find towels among the gifts under the Christmas tree might want to check over the following tips.

The first way to get the best wear from towels is to rotate supplies. Put the freshly laundered towels on the bottom of the pile in the linen closet. This way there will be no danger of a few towels taking all the family rub while others lie in storage. Long storage without laundering isn't good either...smoke, dust, and moisture in the air combine to weaken cotton even while the towels are laying on the shelves.



As for washing tips...if a bleach is used, dilute according to directions because strong bleaches weaken the fabric. Drying outdoors in the sunshine is a safe, effective bleach, but bring the towels in when they are dry. Long whipping in the wind may loosen yarns at the corners of the hem and cause them to fray. If the selvage wears out, check the fraying by taking several rows of stitches along the edge.

It's best not to iron Turkish towels. Ironing mats the loops and may even bend the fibers in the yarn enough to break them, and it does cut down absorbency. Face and dish towels may be ironed flat and folded by hand. And vary the folding job...sometimes in halves and sometimes in thirds to prevent too much wear at any one spot.

To avoid mildew, hang towels up immediately after using so that air can circulate through them. Mildew sometimes does not show, but even when invisible it will cause the fabric to deteriorate.

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Finally, warn members of the family against drying sharp knives or razor blades on dish towels or hand towels. A cut through just one yarn will weaken the fabric.

* * *

YOUR HOLIDAY CITRUS

For the Christmas holidays, oranges from California, Texas and Florida will be available in moderate supply. Grapefruit from Texas and Florida will be fairly plentiful. Tangerines, an attractive buy if there are any youngsters in the house, will be in moderate supply. The "kid glove" skins that distinguish tangerines are especially easy to peel and make for enjoyable, easy eating. Because tangerines are eaten "in the flesh" the carotene found in the tissue cells is retained.

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THE PICKLE VEGETABLE

As we mentioned last week in Round-Up, there's a good supply of sauerkraut for the months ahead. Thus, homemakers may want to serve this pickle-vegetable in several ways. Here are some variations from the pork and sauerkraut team suggested by Home Economists of the U. S. Department of Agriculture.

Kraut can be served either hot or cold. When served hot, it will keep more of its tang if just heated through. But if the family prefers a milder flavor, let the kraut cook for a longer time. Cold sauerkraut can be served "as is" or in vegetable salad combinations. Just drain and chop the kraut and try it, for example, with raw carrots or cubed cooked beets.

Sauerkraut also takes billing as a main winter dish. Put alternate layers of kraut and cooked noodles in a baking dish or casserole. Then add a top layer of ground pork sausage, and bake. Or bake kraut in a casserole with chopped frankfurters or luncheon meat.

Another dish for cold weather is savory sauerkraut after the style of the Norwegians. Lightly brown a fourth of a cup or less of fat in a skillet. Add a quart of kraut and a teaspoon of celery or caraway seed. Mix well, separating the kraut with a fork. Then cover and cook for five minutes and serve hot. To lend a note from the Pennsylvania Dutch, add onion, apple and a chopped potato.

The sauerkraut juice, by the way, can be chilled for a meal starter. Some families like it straight. Others prefer it with a little lemon juice... or mixed half and half with tomato juice.

* * *

DDT MEN-

So hungry is the plagued public for something to kill insects that anything with DDT on the label goes. The bigger the letters...the faster the sales. So it is easy to see how the past few months have been a hectic time for the Insecticide Division of the U. S. Department of Agriculture.

Charged with protecting the public against misleading claims, the Insecticide Division is to the bug world what the Food and Drug Administration is to the realm of food and drugs. "Keep it pure, and put the right label on it" is the motto of both. But the enforcement of the Insecticide Act is a slow process, according to Dr. W. G. Reed, Chief of the Division. It is necessary to collect samples that move through Interstate Commerce, to analyze and test them before taking any legal action. It is not at all unusual to have several months slip by from the time a shipment is made until the enforcing agents can accumulate sufficient evidence to take any action whatsoever.

So the Division has turned to the insecticide manufacturers for aid. It issued a general invitation for manufacturers to submit sample insecticide labels. Floods of labels came back. A month after DDT was released for civilian use, the trade notice on labeling insecticides containing DDT was issued. Most manufacturers have followed the labeling advice that the Division distilled from their suggestions. It is gratifying, says Dr. Reed, to learn that the number of serious violations that have been encountered up to date have been fewer than expected.



The Federal Law does not require poison labels on insecticides. But it does say that labeling of such products shall not be misleading...and recommends a caution statement for preparations that may result in injury to persons or animals.

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FIGS FOR HOLIDAY TABLES

Dried figs on holiday markets this year are largely California-grown, and either the black Mission variety or the lighter Smyrna type. In retail stores dried figs are selling in small, half-pound packages in transparent wrappings or in fancy holiday boxes. Twenty years ago, however, it was a different story. Then holiday shoppers found mostly imported figs from Turkey, Italy, Greece, or other Mediterranean countries. Some of these figs were packed abroad in round, woven, open baskets...others were strung on raffia. Those from Italy were often stuffed with almonds. Many were sold loose or in bulk. By 1943, however, U. S. production of figs had become large enough to supply home demands. In recent years there have been only small amounts of foreign figs, which have been used mostly by the baking industry.

* * *

HONEY BEING USED RAPIDLY

Shortages of sugar have caused many housewives to turn to honey...and as a result this sweet has been in great demand. A large part of this year's honey crop has already moved out of beekeepers' hands. Many packers

are unable to meet current orders and do not expect to have enough domestic honey to serve their regular customers until new honey comes on the market. Until sugar came into world-wide use at low cost, honey was the principal sweet food for most countries. A combination of two simple sugars, honey is still preferred by many cooks for its distinctive flavor.

* * *

MIDWESTERN MARKET BASKET

This year, homemakers won't have any trouble "bagging" their Christmas poultry...with chickens (except those weighing under $2\frac{1}{2}$ pounds, dresses) and heavy young tom turkeys plentiful on the market. Cold sliced poultry will be excellent for sandwich service when friends drop in, and buffet suppers as well as for the spotlight in Yuletide dinners. An attractive relish platter is very popular with poultry on the menu...and Midwest homemakers will find rather liberal amounts of celery for this purpose. Prices on the whole are a little higher than last week, however. Higher prices on vegetables seem to be the case just before the holidays. With either green Pascal or Goldenheart celery...crisp red radishes and shallots can be used for color and flavor contrast. There are a few cucumbers available, but price tags are very high, even for the poorer quality.

Luxury-type vegetables for holiday menus can be obtained, but they are not very plentiful. Brussels sprouts are in rather light supply...and there are light to moderate quantities of broccoli and cauliflower available in most areas. Supplies of snap beans have dropped off sharply as a result of freezes in Florida, with the result that ceiling prices are again being paid in many instances. Green peppers are also not as plentiful as they were, with prices up a notch or two.

Potatoes, of course, are a part of any holiday meal. Irish potatoes are in liberal supply and the best choice for the homemaker whose budget is limited. Moderate supplies of sweet potatoes are also on deck, and rutabagas offer an economy choice in energy vegetables. Fresh beets, served Harvard style, buttered on a bed of greens with horseradish sauce, or any other way, are a colorful holiday item...and within reach of average budgets, too. In Cincinnati, supplies of spinach are light, but elsewhere ample supplies of this item, as well as other greens -- endive, escarole, collards, mustard greens, and turnip tops -- are offered at rather moderate cost. Head lettuce continues in light supply at ceilings, but most market reporters advise that a more liberal supply of western carrots ~~is~~ available.

There is not a great deal of variety at the fruit stands right now. Tangerines will add a colorful note to the holiday fruit bowl. They are rather high in price, however, and that is also true of California navel oranges and pink grapefruit. Southern oranges and Texas white grapefruit are the better buys in this line. Apples range from light to liberal in supply throughout the region, with prices at ceiling. The main dependence is on Western grown apples, since the crop in the Midwest was very small this year. Some table grapes and pears, and scattered offerings of a few other fruits are also available.

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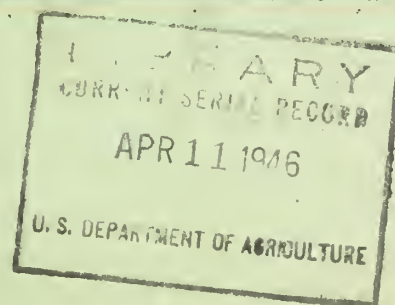
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December 21, 1945



Radio Round-up

A weekly service for Directors of
Women's Radio Programs



U. S. Department of Agriculture

PRODUCTION AND MARKETING ADMINISTRATION
5 South Wabash Avenue
Chicago 3, Illinois

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HOLIDAY MISTLETOE

Legend has it that the thrush, winged messenger of the gods, flew the first sprig of mistletoe to our whirling planet. That sprig wrapped itself around a tree, and we haven't been able to get rid of it since.



...AN OLD CUSTOM NOT
TO BE FORGOTTEN...

Delving into the rich lore of this parasitic shrub that has a stranglehold on our trees, we learn that in ancient Britain it was the sacred plant of the druids. Mistletoe was so sacred to these ancient priests of Gaul and Britain that they believed it must never touch the earth, and that only a golden sickle should cut it.

Because of its heathen beginnings, the church has never sanctioned the use of mistletoe in the decoration of a religious edifice. But these restrictions do not extend to the home where it will always be used by those who wish to preserve on old and interesting custom.

Looking at mistletoe from a supply angle, it seems that there has always been an over supply of this commodity. The only trouble is in harvesting and transporting it. Labor and transportation troubles are always taking the joy out of life.

A Kiss of Death?

American mistletoe sprawls all across the country. From Central New Jersey to Missouri it grows, and southward to Texas and New Mexico, winding itself around hardwoods, especially Tupelo and Red Maple. Then there's a large western form that comes in bushy clumps of two to eight feet in diameter...and taps the poplars and willows from Texas to Central California. On the Pacific Coast, it concentrates on the oaks from Oregon to Southern California and Arizona.

The kiss of the mistletoe on the tree may be a kiss of death. As the shrub grows, it pikes its feeding roots in the sap stream and steals the food that the tree has manufactured. This stunts the tree...may even kill it, if the mistletoe concentrates its embrace on the trunk.

It may be a pesty parasite...but it's very nice to have around for holiday fun. Faint heart has a hard time with the ladies...but mistletoe makes it a little easier.

* * *

GLANCE AT THE GRADE

During the war, conscientious consumers checked the federal meat grade stamp against the number of red points they handed over to the butcher. Even though ration tokens are things of the past, meat graders are still important in the anti-inflation picture.

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Since there's not enough of all cuts of meat to supply everybody, OPA still maintains ceiling prices on meat which vary with the different grades. To make sure she is paying the correct price, the consumer should check the grade stamp with the ceiling price for meat at that grade and cut.

There are two different federal stamps on meat...although both are made from the same harmless purple dye. The round purple stamp on meat means that federal inspectors have examined the meat and passed it as wholesome food. The grade stamp says "U. S."...followed by one of the grade names..."choice," "commercial," and "utility." The same grades apply to beef, veal, lamb or mutton.

U. S. "Choice" Is Top Quality

U. S. "Choice" is stamped on the highest quality meat. The animals have been well fattened, which is evidenced by a high degree of marbling. This is the ideal meat for steaks and roasts.

The next grade, U. S. "Good," goes on meat that is good quality for all uses. It has little fat mixed in with the lean.

U. S. "Commercial" is third in line. During the war thrifty homemakers found how satisfactory it is for pot roasts and other moist head cookery.

Then there's U. S. "Utility"...another grade that proved itself during the lean meat days. This meat is low priced, but that's no reflection on its food value, or its delicious taste when it's prepared right. It's fine for pot roast, stew, and other inexpensive dishes.

* * *

THE CANAPE HOUR

Once a year it seems all right to go a little off the supply and demand track...and sound off on a few holiday treats. So we call this department the "Canape Hour."

This is a season for drop-in parties, and if you have a few cans or jars of this and that around, you can whip up a set of snacks that are both Christmas-sy and good to eat. There are always the old standbys...sardines and anchovies...and they mix well with cream cheese. There's lox...or smoked salmon, if you know it better by that name. Easy to get at the corner delicatessen, and easy to serve. A slice of enriched white bread, topped with cream cheese and a slice or two of lox, and on top of that a thin sliver of Spanish-type onion...and you have a fine appetizer.

For color, mash an avocado...mash it fine and add fresh tomatoes that have been diced, minced onion, a few drops of lemon juice, and something



hot like Cayenne pepper. After you've pestled this mixture to a pulp, there emerges a Mexican dish called "Guacamole" to be spread on whatever form of bread or cracker you have on hand. On strips of white buttered bread this avocado mash makes a fine eating partner with red caviar that has been treated with onion and lemon juice. They're pretty, too...the red and green strips side by side.

Then there's a host of cheeses. Blue cheese can be mashed and molded into a paste. American cheese can be ground up with mangoes and spread on the various fancy crackers that are flooding the stores.

All you need is a little imagination, the wherewith to spread, the whereon, and you're off to the canape hour.

* * *

THE MEAT SHARE

Meat allocations for January, February, and March of 1946 have been announced, and the civilian share is about the same as for the last three months of 1945. This means that civilians will be consuming meat at an average annual rate of about 150 pounds. Of our total meat supply during the next three months, nearly 84 percent will go to civilians. Eight percent is destined for United States Military and War Services, and another eight percent for foreign shipments and United States territories.



...LEFT OUT...

It is expected that civilians will receive more pork than during the past few months, about the same amount of lamb and mutton, but less beef and veal. Peak marketings of hogs will probably occur in January.

The share for United States Military and War Services is slightly higher than the amount set aside for this purpose in the last quarter of 1945. However, it is only about a third of the amount procured in the same period a year ago.

The U. S. Department of Agriculture has just reinstated a 30 percent set-aside of good and choice grades of beef for military requirements. Most of this beef for the Armed Forces is to be prepared as "frozen, boneless beef" in accordance with army specifications. This set-aside has been put into effect again solely for the purpose of helping procure the share of meat allocated to the Armed Forces. It will not affect the quantities of these grades slated for civilians:

Shipments of meat for export and foreign shipments include: Belgium, 44 million pounds; France, 46 million pounds; Netherlands, 15 million pounds; Netherlands East Indies, 20 million pounds; UNRRA countries, 300 million pounds; United States territories and other commercial shipments, 58,500,000 pounds. Meat will also be shipped to nations in need from Argentina, Canada, Australia, New Zealand and Denmark.

* * *

FAT CONTRIBUTION

It's wise planning for homemakers to save fat from the holiday fowl or roast for the salvage drive. Unless kitchen fat salvage continues to supply 10 percent of the tallow and grease production, as it has during the war, there will be an even greater shortage of all kinds of laundry soap. Every pound of kitchen fats turned in also speeds upproduction of fabrics; electric appliances, tires and paint.

* * *

REPORT FROM THE FOOD FRONT

In a final check on 1945 crop production, the U. S. Department of Agriculture reports the third largest total on record -- a total only 2 percent short of the 1942 peak. Power equipment, long hours of work, and determined effort on the part of American farmers made this achievement possible.

New highs were set for wheat, oats, tobacco, rice, popcorn, hops, peaches, pears, grapefruit, almonds and fresh vegetables. In the vegetable line-up, yields of cabbage, cauliflower, celery, eggplant, lettuce, peppers and tomatoes were the largest ever. There'll be plenty of peanuts available, too, since more than 2 billion pounds were picked and threshed. This is forty percent more than the 10-year average. Potatoes are assured their place at daily meals because this year the production is the third largest on record...at some 425 million bushels.



GOOD NEWS FOR
COOKS (AND
DINERS, TOO!)

Other near-record crops were sugar cane, oranges, grapes, pecans, soybeans, flaxseed and hay.

On the very short side you can include cotton. And crops of apples, sour red cherries, maple sirup and maple sugar were the smallest ever reported.

* * *

INEXPENSIVE DISHES

The plea to save containers still holds. Instead of letting up, the shortages in materials for packaging food will continue during 1946. They won't be serious enough to hold up production...but they will still be serious enough to set your mind on conservation of the available supplies. This applies to wrapping paper, paperboard containers, tin cans and glass holders.

Paper will be short because of the threatened drop in our Southern pulpwood production. The industry is finding it difficult to replace the prisoners of war who were used as pulpwood cutters during the war. So, until more labor is found, it would be wise to use and re-use your paperboard containers.

Until new supplies of tin come drifting in from the Malay states, controls on the size of tin cans and the amount of tin coating will be maintained. This means that the No. 2 cans for vegetables, and the 2½ cans for fruits and juices will still be with us. It makes it hard for the small family...but it is the most practical way of solving the tin shortage.

Glass containers will continue short until the production of glass, tin, and paper containers increases and until all containers resume their normal distribution channels. So please return your milk bottles, re-use your paper cartons, and try not to be profligate with wrapping paper. Where containers are concerned, the good old days haven't come back yet.

* * *

THE VEGETABLE ROAD

The vegetable outlook for the nation's holiday board is good. Going through the bin from artichokes to turnips we find supplies a little better than last year at this time.

French or globe artichokes...not to be confused with the underground Jerusalem artichoke...will be on hand from California. Snap beans on all Eastern and Midwestern markets are coming in from Florida. Bunched beets for pickling or use in a hot borscht...are being sent to the Midwest from Texas. The Western states are supplying their own markets. And topped beets out of farmers' storage pits in the Northern and Northeastern states are also fairly plentiful.



The California broccoli crop, nuzzled by recent rains, is expected to be adequate for most quarters of the nation with prices fairly high. Brussels sprouts are in light supply...the difficulty is that sprouts are grown only in California during the winter, and only a certain section of California at that. Fall cabbage is coming out of storage in the Northern states, and shipments of new cabbage will increase seasonably from Texas, Florida and Arizona.

More Carrots, Ample Celery

Vegetable plenty for the Holidays--

P.S. The pineapples, they're for glamor.

Increased quantities of bunched carrots are being shipped from Texas, Florida and Arizona. Celery is being shipped in volume from California, and the Florida season is getting underway. Florida shipments of this vegetable usually become fairly heavy after the first of the year.

Florida shipments of cucumbers are declining, and good cucumbers are scarce. After Florida we shift to the hot-house varieties that live a sheltered life in Ohio, Indiana, Illinois and Iowa. Lettuce will be

available at ceiling prices. Cool weather in the Southern part of California has improved the quality of this winter's lettuce. Potatoes are with us, of course, and will continue to be. After Christmas the little red-skinned spuds will be coming from Florida. Spinach at this season for the Midwestern markets is arriving from Texas. As for tomatoes...when California shipments decline, Texas steps up. Other tomatoes are expected from Cuba and Mexico... and the hot-house kind from Ohio. But prices are high.

Onions are coming mostly from storage in the Northern and Rocky Mountain states. Turnips and turnip tops are tumbling out of Georgia. That's the major line-up for vegetables, but you can see the nation's cooks have a good selection.

* * *

MIDWESTERN MARKET BASKET

A higher priced market prevails on most of the fruits and vegetables offered at Midwestern markets this week with the Christmas holiday upon us. Food shoppers looking for more "decorative" items like Brussels sprouts, broccoli, and artichokes to serve alongside the Christmas turkey will find them high in price. Cauliflower is in lighter supply, with the result that the price trend on this popular holiday item has also been upward. Head lettuce for the dinner salad continues in light supply throughout the Midwest Region, with ceiling prices prevailing. A good alternate in the salad line would be escarole, which is rather moderate in price. Cucumbers and green peas are both in light supply with prices on the high side. Green peppers, however, seem to have edged downward into moderate price brackets.

New cabbage from the South and West is selling at a premium over the old crop cabbage grown in the Midwest...an economy note for the homemakers on a limited budget. Some of the vegetables out of storage are also among the better buys on the market...such as parsnips, turnips and rutabagas. Beets continue fairly reasonable in price, and Irish potatoes can be counted on for average budgets, although prices have climbed a rung or two up the price stepladder. Incidentally, the first carloads of new crop Florida potatoes are putting in an appearance at Midwest markets. Green beans are higher. Pascal celery is suggested as a moderately priced relish item.

While there is a fairly liberal volume of citrus fruits moving into the Midwest, you will still note the fact that prices on these are considerably higher than they were before price ceilings were lifted. California navel oranges, tangerines, and pink grapefruit are commanding the highest prices in this department, with more attractive price tags pinned on the Southern oranges and white grapefruit. Light supplies of table grapes and winter pears, priced at ceilings, present some variety for the Christmas fruit bowl...and there are scattered selections of bananas, avocados, and kumquats at the markets. Fresh cranberries are generally scarce, with quality reported as poor to ordinary.

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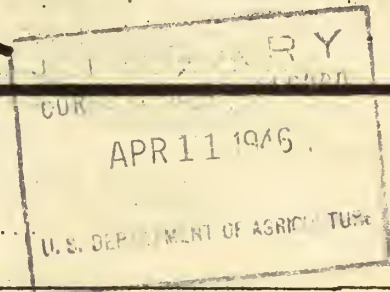
No. 184
December 28, 1945



Radio Round-up

A weekly service for Directors of
Women's Radio Programs

WHAT'S INSIDE



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U. S. Department of Agriculture

PRODUCTION AND MARKETING ADMINISTRATION
5 South Wabash Avenue
Chicago 3, Illinois

BLUEPRINT FOR AGRICULTURE

"We are planning on abundant production," says the Secretary of Agriculture...and not to be out-planned by industry or international organizations, agriculture has formulated its blueprint to achieve this abundant production.



PLANNING FOR
ECONOMY OF
ABUNDANCE...

Through the war years, agriculture was the orphan of our economy. While industry was adding millions of men to the payroll, agriculture was pleading for machinery and repair parts. While industry was building miniature cities, agriculture put its sign out at the same old stand and stretched the use of its acres, animals and machinery.

And somehow, agriculture achieved a production miracle comparable with that which industry wrought. Farm output was stepped up by one-third. One-fourth of the total production went to war. Still, civilians ate better on the average than in peacetime.

Success Is Not Born; It's Made

How did it happen? What was responsible? Well, there was good weather through the war years. There was also hard, back-breaking work and there was ingenuity. Goals were suggested...and surpassed. The constant research of the Department of Agriculture paid off in increased yields. It did even more...it helped in the production of penicillin on a big scale. Departmental scientists developed the "aerosol bomb," which was a protection for our fighting forces against disease-bearing insects. Research definitely paid dividends.

Agriculture's blueprint for abundant production takes into account the 60 million jobs we read about...and that each "jobber" and his family will need a lot more food, and different kinds of food if they are to be well fed.

Abundance the Keynote

Agriculture would have certain broad objectives and responsibilities in such an expanded economy. All of these objectives go up the road that leads to abundance. It's an indication that industry, labor, agriculture and government plan to carry out a unified, balanced expansion of production.

We have in this country, says the Secretary of Agriculture, fully half, or more, of the productive potential of the earth. It seems reasonable to believe that the progress and peace of the world will be stimulated mightily if we demonstrate that an economy of abundance is not idealistic dreaming, but a practical, workable, common-sense way of doing things.

SALTED TREATS

Over 26 million 8-ounce cans of salted peanuts declared surplus by the War and Navy Departments are moving onto civilian markets. Though the peanuts were salted and packed last year, they were hermetically sealed and should be found in the same quality as when packed. Some peanuts already sold from this lot have met a very favorable reception, and were reported to be in excellent condition.

In spite of the large peanut crop this year, there is a shortage of peanuts of the size usually salted. Also, processors have had difficulty obtaining adequate supplies of oil of the type suitable for use in salting peanuts. So the market will not be flooded by this release of canned peanuts. This supply will probably all be sold within the next six months, and later there's a good chance that other lots will be offered by the War and Navy Departments for resale to the public.

* * *

BETTER 1946 SEEN FOR FARM FAMILIES

As the first postwar new year rolls around, there are prospects of a happier 1946 for farm families in this country. Number one event will be the return of many sons, daughters and husbands who have been away during the war. And here are other bright prospects mentioned by family economists of the U. S. Department of Agriculture.

Farm income will probably continue relatively high...perhaps as favorable as in 1945. Many farm families have paid off debts with higher income received during the war and have some savings. These families can greet the new year in a good financial position. Incomes for 1947 and '48 are harder to predict because they tie in with the general national employment picture. If jobs are plentiful there will be a large demand for farm products...also, young men and women from farms who want city jobs will be able to find them.



...TIME TO CATCH UP
ON THINGS....

Leisure...Education...Medicine

The labor situation on farms should be better in the coming months. During the war, farm production increased, but there were fewer people at home to share in the work. In 1946 there should be more leisure time for everybody in the family, and a better chance for education for many children.

The medical situation should also improve. Some of the doctors and nurses discharged from the armed forces should be coming to rural areas.

(continued)

Maybe this will not give farm people all the medical services they want since the number of doctors and nurses in rural communities was decreasing even before the war. Although medical personnel may still be limited, health facilities may be improved, for hospital and medical equipment left over from the war will be available at low cost to communities able to take advantage of them.

Rural Electrification...School Lunch

Other programs...like rural electrification and school lunches...slowed down by the war, should be resumed. It seems certain now that more farm families will have electricity and more farm children will have adequate school lunches by the end of 1946.

The trend toward smaller farm population is likely to continue. This decline in population makes it harder for farm families to get health services, public libraries and other community facilities. In schools, for example, when the number of pupils drops, the cost per child rises for those remaining. In some communities the trend of population away from rural districts will be checked by non-farm families who will want to live in the open country, villages, or small towns...even though they work in nearby cities. This should make it easier for the community to pay for needed services.

* * *

BRIEF ON BUTTER

Those of you who've had difficulty getting butter wonder where the supply is going and what chances are for improvement.

First of all about the supply...production of butter during 1945 was the lowest in twenty years because butter prices have been relatively lower than prices for such other dairy products as cheese, evaporated milk, fluid milk, cream and ice cream. Consumers have just been getting their milk in other forms than butter, because, as you know, milk production was at an all-time record high this year.



...A FAST MOVING
COMMODITY....

However, despite the lower production of butter, there has been more butter available for civilians during November and December than in any other months during 1945. The reason for this was the sale of some 70 million pounds of butter from government stocks...and besides this, there were our commercial stocks. Against this supply was an unleashed demand. With the end of meat and fats rationing, it was no longer necessary for consumers to keep down their purchases of butter. Then came the holiday feasts and the available supply moved rapidly.

(continued)

Come Back In the Spring

When will the supply situation ease? Well, prospects for immediate improvement aren't too bright. Sales of surplus government stocks to the trade have almost been completed. By mid-January, civilian supplies will be almost entirely governed by current production. Because the use of fluid milk and most other dairy products is expected to continue high, there's not much hope of more butter until the flush milk production season beginning next spring.

* * *

PORK PRODUCTION UP

Marketings of hogs have been increasing seasonally, and weekly slaughtering the first part of December was about 3 times that in September and October. So pork production is now about the same as last year. Federally inspected cattle, calves, sheep and lambs slaughtered during the first two weeks in December dropped slightly from the same period last year. With the current increase in pork production and the decline in beef and lamb production...the total meat supply is almost up to last year for this period.

* * *

THE FRUIT THAW

Frozen fruits are now coming from freezer and locker to add lushness to winter meals. To maintain their color and food value, there are certain serving tips to remember.

These frosted delicacies need only slight thawing...just enough to separate the pieces even if the fruit is to be cooked. And served raw, frozen fruits are at their best when still a little bit icy.

The Bureau of Human Nutrition and Home Economics of the U. S. Department of Agriculture advises prompt use once the food is taken from frozen storage. Thawed fruit that is allowed to stand around even in a refrigerator...loses some of its fragrance and flavor, as well as its fresh texture and shape. So thaw only as much fruit as can be used at one meal. If the whole package is not needed, break or cut it in two and return the frozen part to the freezer. And be sure to keep the unused portion wrapped and frozen.



LADY, A WATCHED BRICK
NEVER THAWS...

Thumbs Down On Re-freezing

Once food has been thawed, it should not be re-frozen. Re-freezing not only decreases the flavor and food value, but offers chances for

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spoilage organisms to flourish. While the quick freezing process stops growth of organisms that cause food to spoil, it does not destroy them. So as soon as the food is thawed these organisms are ready to grow in the loosened tissues.

While the frozen fruit is thawing it should be left in the sealed container. Also, if the package has been cut in two, protect the opened end from exposure to air. Oxygen tends to destroy fresh flavor. If the fruit is to thaw on a refrigerator shelf, allow six to eight hours for a one-pound package. At room temperature, two to three hours is adequate. And if the fruit is packed in a leak proof container, the fruit may be thawed in a half to one hour by placing the package in a dish under cool running water.

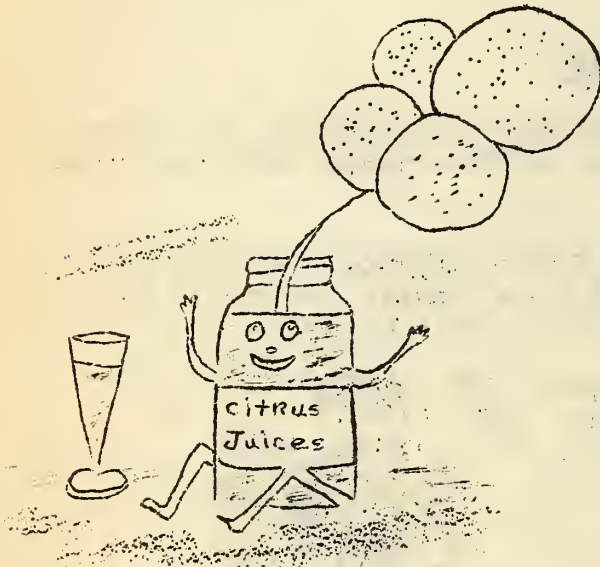
And for a final suggestion...if thawed fruit must be held over, heating it briefly will help prevent further loss of quality. Then store it cold.

* * *

FRESH FRUIT LINE-UP

Citrus fruits are supply leaders in the fruit market bins right now. The orange crop, while less than last year due chiefly to the smaller crop in California, is estimated to total over a 111 million boxes. The supply of grapefruit from all areas is estimated at over 63 million boxes...

almost 11 million boxes larger than last year. There are practically no military or lend-lease purchases of processed citrus products at this time and smaller military purchases of fresh fruit than last year. All this adds up to ample supplies of citrus products for the home folks.



...SUPPLY LEADERS...

All other fresh fruits are in rather limited supply at this time. The national apple crop was the lowest on record, though the crop in the Northwest was nearly normal. Most of the apples on markets now are Winesap, Delicious, and Yellow Newton varieties from Washington and Oregon. It is expected that the Delicious apples will be pretty well cleared up by the end of January. After that the apple supply will be Winesap and Newtons.... ordinarily our longest keeping apples.

The fall and winter pear crop on the Pacific Coast, which supplies our markets at this time of the year, was above average. Due to the shortage of apples, this fruit is moving rapidly on civilian markets.

Storage holdings of Emperor grapes from California, according to a report taken the middle of December, were only a little more than half the supply of last year. This stock is expected to be marketed rather rapidly. Cranberries, too, are rapidly coming to the close of their marketing season.

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MOLASSES ON THE MOVE

The U. S. Department of Agriculture is selling over 12 and a half million gallons of high-test sugar molasses to food processors, sirup blenders and sugar refiners for reprocessing for civilian use. The molasses was acquired during the war by the Defense Supplies Corporation from Cuba to make industrial alcohol for synthetic rubber and munitions. The need for industrial alcohol was lessened...so the release of this molasses at a time when sugar supplies are limited is good news.

After the molasses has been filtered and any impurities taken out, it will be sold to civilians, and the supply should reach our markets during the next three months. Some of the molasses will be used by food processors in bakery goods, bottled beverages, confections and prepared cake mixes. Homemakers will also be seeing more sirup for table use and in baking.

* * *

MIDWESTERN MARKET BASKET

This holiday week good buys are conspicuous by their absence on Midwestern fresh produce stands. Most fruits and vegetables are holding price advances made last week, and a few items are slightly higher. In the fruit department, it's much the same story as in recent weeks. Citrus offerings are in fairly good supply, but prices are holding up except for scattered declines, mostly on tangerines. Larger size California Navel oranges are commanding a premium over the Southern oranges on the market, and the price advantage is held by pink over white grapefruit. Apple supplies are on the light side in most areas, with the market pegged at the ceiling. The same is true of table grapes, pears, and bananas.

Cabbage continues to hang on to its title as one of the most reasonably priced vegetables on the market. This is particularly true of the cold crop from the Midwest, although prices have edged a little lower on the new stock also. Rutabagas are another economical buy, and homemakers looking for relishes will find tender green Pascal celery one of the best choices. There are fairly plentiful supplies of celery at Midwest food stands. Irish potatoes have shown a price advance in the last few weeks, and supplies are lighter. Prices on sweet potatoes have been higher the past week or two, and good quality bunched carrots are selling at the ceiling level. However, these items are still on the more moderate price level, comparatively speaking.

Artichokes, Brussels sprouts, cucumbers, broccoli, and in most instances, cauliflower, are in the upper price brackets. Lettuce is mostly at ceiling levels, and while supplies have been light, there has been some increase the latter part of the week. Homemakers will note a wide variety in prices of green beans offered, depending on the quality. Higher price tags have been marked on radishes and shallots, and better quality tomatoes are priced on the high side.

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